

June '80  
No. 215  
OUR PRICE  
75¢  
CHEAP

IND

# MAD

IN THIS ISSUE, BITING SATIRES OF  
**APOCALYPSE NOW**  
**DIFF'RENT STROKES**  
AND OTHER ROTTEN APPLES



SHOCKING STATISTICS REVEAL:  
Much More Bacteria And  
Dirt Are Concealed Deep  
Under Household Carpets

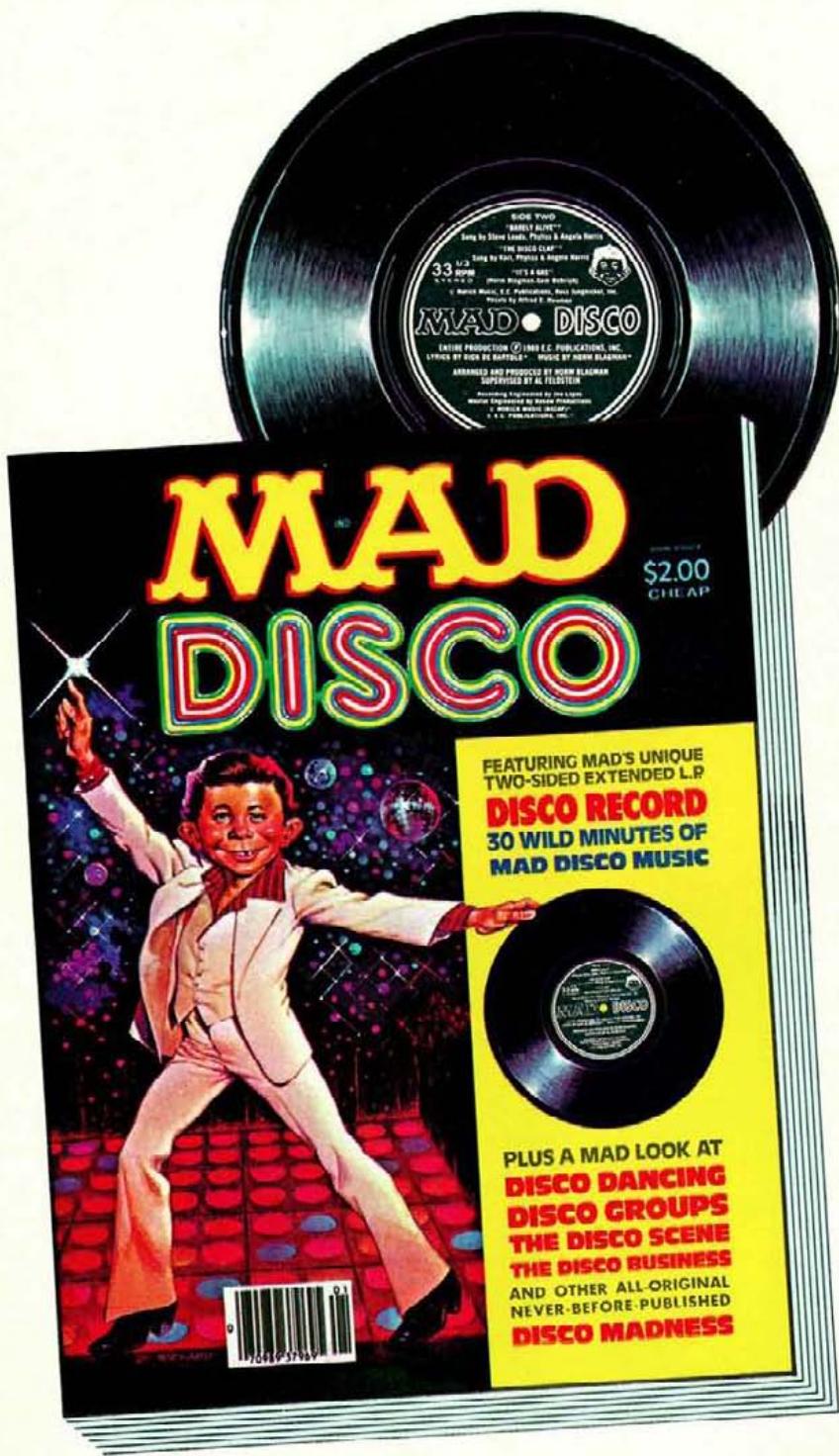
—Than  
On The  
Surface

0 6



Bob Jones

# BOOGIE TO MAD DISCO MUSIC! GIGGLE TO MAD DISCOMANIA!



YOU GET OUR UNIQUELY  
ENGINEERED TWO-SIDED  
EXTENDED L.P. RECORD:

**MAD  
DISCO  
30 MINUTES  
OF  
WILD DISCO MUSIC AND  
INSANE DISCO LYRICS  
PLUS  
A MAD LOOK AT  
DISCO DANCING  
DISCO GROUPS  
THE DISCO SCENE  
THE DISCO BUSINESS  
AND OTHER ALL-ORIGINAL  
NEVER-BEFORE-PUBLISHED  
DISCO MADNESS  
IN OUR SPECIAL ONE-SHOT  
MAD  
DISCO  
MAGAZINE**

ON SALE NOW WHEREVER MAGAZINES ARE SOLD (OR SWIPED)!!

# MAD

"Heartburn is a Justice of the Pizza!"  
Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI,  
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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## "RELIGION" PROMOTER OF THE YEAR

Regarding "MAD's 'Religion' Promoter Of The Year", by Davis and Hart, I must agree with you that supporting a non-Christian "religious" organization is indeed "dopey"! But, for every sleazy group you attack, there are hundreds of honest, struggling churches that should not be affected by the impact of your satire.

Michael Flores  
Woburn, Mass.

I, too, get MAD at persons who use religion and MADison Avenue tactics for the sole purpose of promoting themselves and/or making a buck.

Robert Holt  
Austin, Texas

## SURPLUS ITEM WE CAN SELL TO ARABS

Your sales department really blew it with "Surplus Items We Can Sell To The Arabs". The perfect opportunity to (unload) advertise all those (absolutely useless) wonderfully decorative Alfred E. Neuman "What-Me Worry?" posters and you didn't include them.

Susan Rae Tallmadge  
Allston, Mass.

I'll wager there are more Kentucky Fried Chicken Restaurants in Saudi Arabia than there are Arabic Restaurants in Kentucky.

C.C. Beck  
Lake Wales, Fla.

Oil is ours, and we don't need any of your surplus items. One day a Khomeini will appear in our country, and then you can mock the Saudis as much as you want!

Muna Shoaat (18)  
University of Jordan  
Amman

For your information, North Dakota is one of our major oil producing states. Why not sell the Arabs a worthless state like South Dakota or Montana?

Delwayne Becker  
Tioga, North Dakota

## ROCKHEAD II

"Rockhead II" was every bit as good as "Rockhead", back in issue #194. It's a matter of having the right handlers in your corner, first Drucker, now Torres.

John Zapantis  
Edmonton, Alta., Canada

Thanks to Larry Siegel, "Rockhead II" had some powerful punch lines!

Ricky Crowley  
Watertown, Mass.

I've heard that Sylvester Stallone is a long-time MAD enthusiast. During an interview, he was asked how he approached a screenplay. "Go right at it, like MAD Magazine does. Say it and no foolin' around!", he replied. Do you think he read "Rockhead II"?

Mary Pritchard  
Ocean Grove, N.J.

Sure, while Susan Anton was out of town! —Ed.

Please Address All Correspondence To:  
MAD, Dept. 215, 485 MADison Avenue  
New York, New York 10022

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How can I learn to give "Snappy Answers To Stupid Questions," Mr. Jaffee . . . ?  
Get a job with a ventriloquist, dummy!



THAT'S ONE WAY! BUT, IF YOU DON'T WANT SOMEONE ELSE'S (YECCH!) WORDS IN YOUR MOUTH, THERE'S ANOTHER WAY! JUST BUY THIS LATEST MAD PAPERBACK BOOK! IT'LL TEACH YOU HOW TO GET A MOUTHFUL OF YOUR OWN (YECCH!) SNAPPY ANSWERS TO STUPID QUESTIONS! NOW IS THAT CLEAR, DUMDUM? DO YOU GET WHAT WE MEAN, YO-YO? DON'T YOU WISH YOU COULD CLOBBER US WITH GOOD SNAPPY ANSWERS TO ALL THOSE STUPID QUESTIONS RIGHT NOW, GLITCHHEAD? THEN GO GET . . .

# GOOD LORD! NOT ANOTHER BOOK OF SNAPPY ANSWERS TO STUPID QUESTIONS

BY MAD'S (YECCH!) ALJAFFEE

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New York, N.Y. 10022

PLEASE  "GOOD LORD! NOT ANOTHER  
SEND  BOOK OF SNAPPY ANSWERS  
ME:  TO STUPID QUESTIONS"

ALSO PLEASE SEND ME THE OTHER IDIOTIC  
ALL-ORIGINAL BOOKS I'VE CHECKED BELOW

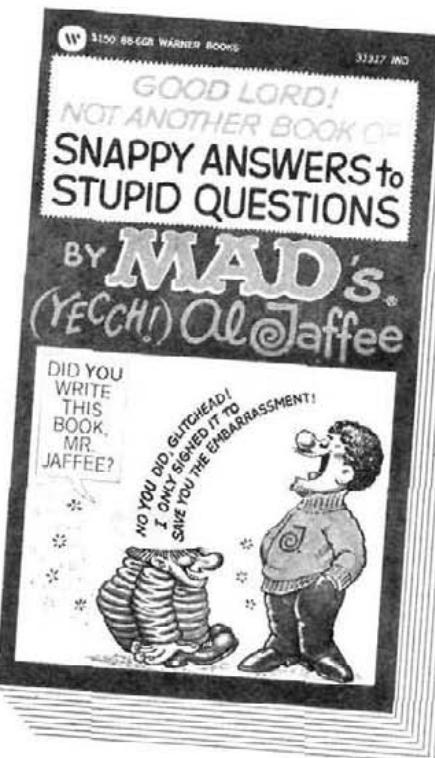
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Dops 13 Stories
- DON MARTIN's Captain Klutz
- DON MARTIN Cooks
- DON MARTIN Comes On Strong
- DON MARTIN Carries On
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- DON MARTIN Forges Ahead
- DON MARTIN Digs Deeper
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- DAVE BERG Looks at Living
- DAVE BERG Looks Around
- DAVE BERG Loving Look
- DAVE BERG Looks, Listens & Laughs
- The All-New SPY vs. SPY
- SPY vs. SPY Follow Up File

- 3rd MAD Dossier of SPY vs. SPY
- 4th MAD Classified SPY vs. SPY
- 5th MAD Report on SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-Vertising
- A MAD Look at TV
- A MAD Guide to Leisure Time
- A MAD Guide to Self-Improvement
- AL JAFFEE'S Snappy Answers
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- AL JAFFEE'S Monstrosities
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HELL, NO... DON'T GO! DEPT.

SAIGON  
HILTON

You are about to see a very important picture about the War in Vietnam! It begins here in Saigon... and I'm Captain Benjamin Dullard, waiting for re-assignment!

As you know, this conflict is costing the United States billions of dollars! After all, WE have a commitment... to take care of the people of South Vietnam!

A Croc



ARTIST: MORT DRUCKER

Before I give you your new assignment, Captain, tell me more about your combat experience!

Well, General, in '70 I fought for 8 months in the jungles outside Saigon! In '69, I went on 98 chopper missions, and killed hundreds of—

You call THAT combat? Why you ~~☆6\*~~ goldbrick, you don't know the first thing about combat!

In '69, I was stationed in Chicago, when the Hippies attacked the Democratic Convention!

You poor kid! You HAVE been through Hell!

Your assignment is to find Col. Klutz! Here is an old picture of him, and I want you to listen to a recent tape of what we THINK is his voice...

I spent YEARS out here, fighting the Cong! And they always wanted to give me MEDALS!

We BELIEVE it's his voice! We're not sure!

But I told them I NEVER ACCEPT awards! You guys want to give me an award, give it to some INDIAN broad!



Incidentally, the War in Vietnam cost ALMOST as much as it did to make this movie! After all . . . the PRODUCER had a commitment . . . to take care of MARLON BRANDO!

As I think back to the beginning of this long struggle, I remember things like our high purpose, our noble ideals, and our great desire to save Southeast Asia from the brutal oppression of Communism! Of course, in retrospect, that's all . . .

# KO'S BLIP! NOW



WRITER: LARRY SIEGEL

That's HIM, General! Take my word for it! I just KNOW it's him!

Col. Klutz was once a great soldier, but the war's made him psycho! Right now, he's running his own army under his own rules! He thinks he's GOD! You can see how sick and twisted his mind is . . .

I'm sure God will FORGIVE him for that!

I WILL NOT!!



Your job is to track down Colonel Klutz in Cambodia, infiltrate his army, and ELIMINATE him! You think you have the STOMACH for that sort of thing, Capt.?

No problem, Sir! Many times I've seen my men kill a HUMAN ANIMAL who was threatening the American Way of Life!

I'm talking about an Officer of the U.S. Army!

So am I . . .



There's the boat that'll take you up-river into Cambodia. Captain! Ever been on a boat before?

You kidding?! I've been through the most treacherous waters charted by Man! Ever hear of "The Pirates Of The Caribbean"?

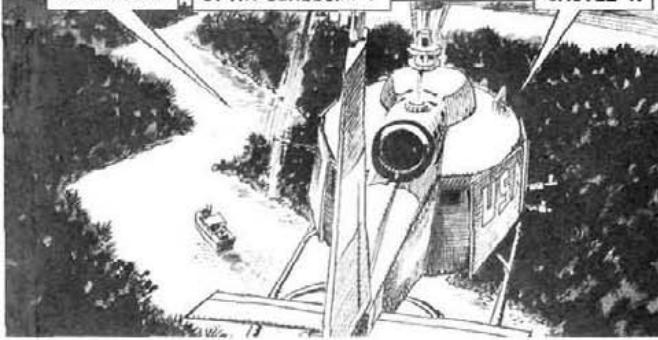
Captain, "DISNEY-LAND" is NOT exactly a rough tour of duty!!

Oh, NO!! YOU ever try waiting on line to get into "SLEEPING BEAUTY'S CASTLE"??

Hey, welcome aboard, Captain! I'm Grief, the Skipper of this boat! And this is my crew . . . Chaff . . . Dunce . . . and Clown!

Wow! People of different colors and creeds, thrown together for an adventure on a small boat! This is going to be just like one of those cute 1940's movies on The Late Show!

Hey, Man! You smokin' dope or shootin' acid?  
Well, maybe with one or two small exceptions!

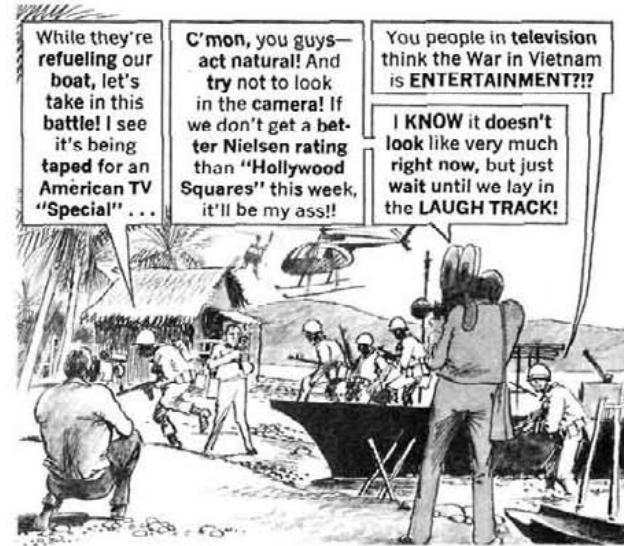


We got a WAR going on here, Grief! What in God's name is Dunce doing out there . . . ?

His assignment is to wipe the river clean of all Vietcong Water-skiers!

WHAT! In four years out here, I have NEVER seen a Vietcong water-skier!!

You gotta admit . . . he's doin' ONE HELLUVA JOB!!



Col. Killbore, I hope YOU don't consider this war to be prime-time TV entertainment!

PRIME TIME TV entertainment?!? Not on your life!!

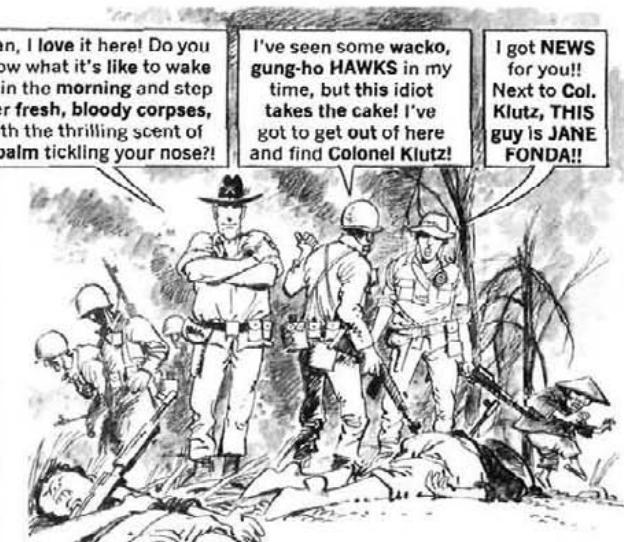
Thank God for that!

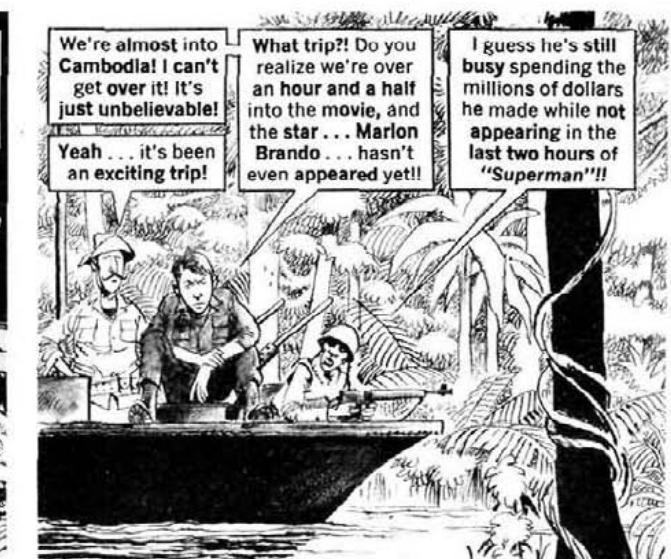
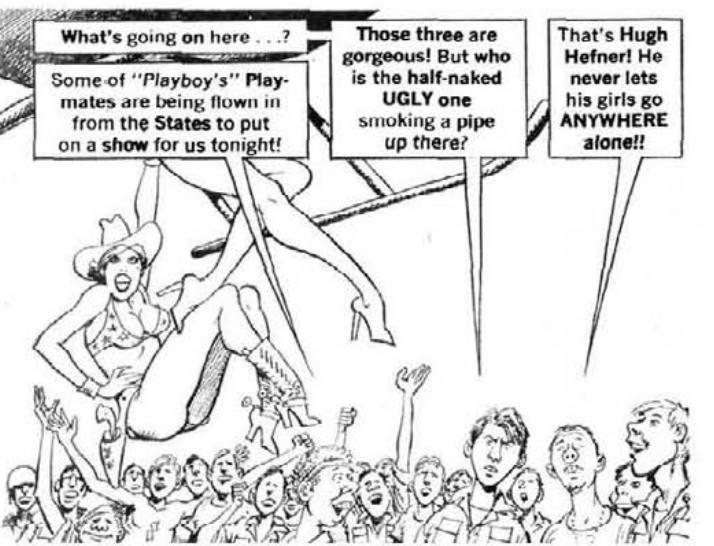
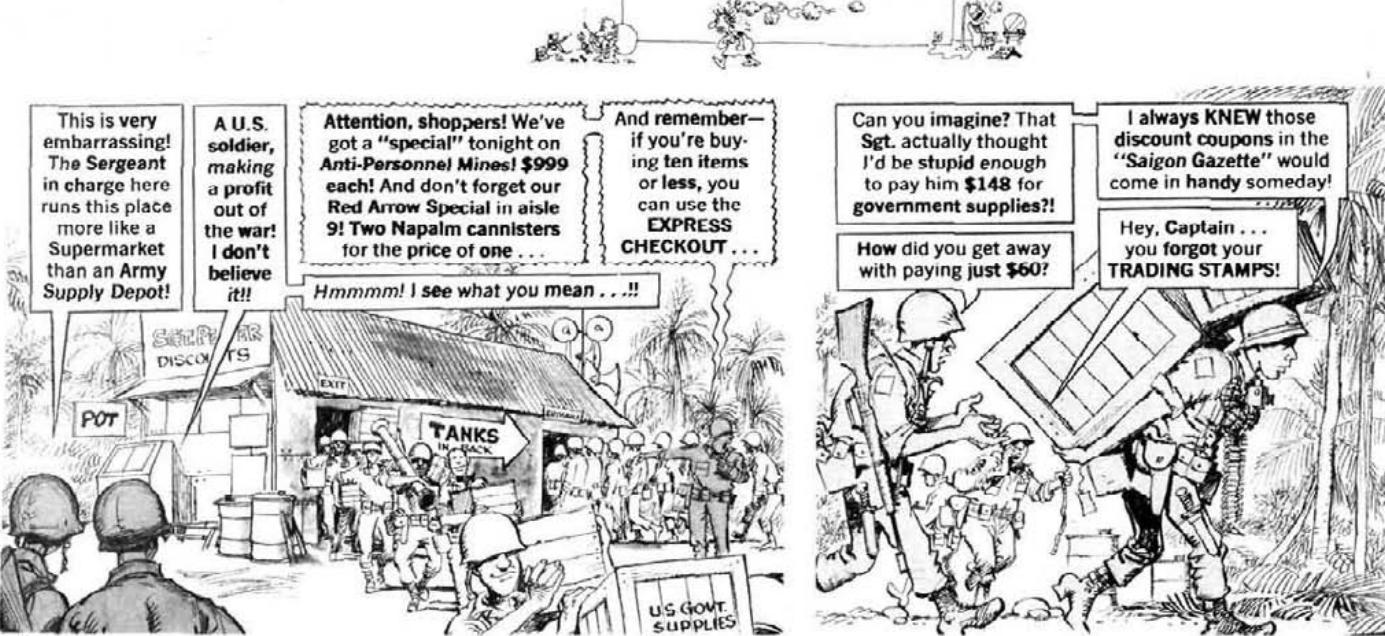
I got a contract with "Wide World of Sports"!!

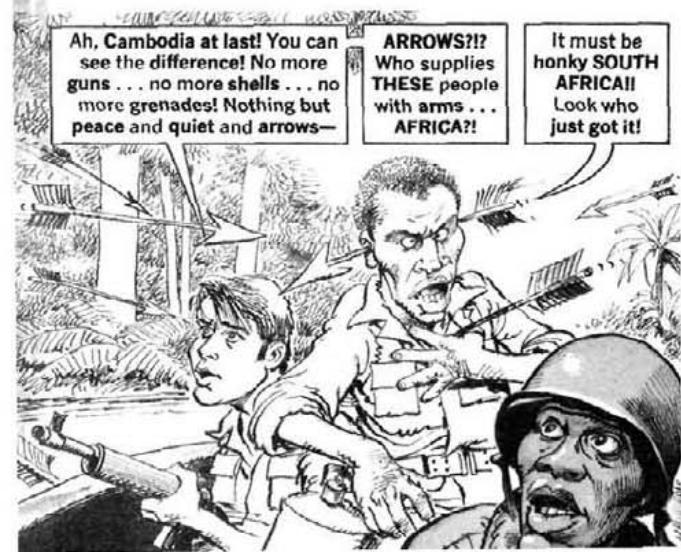
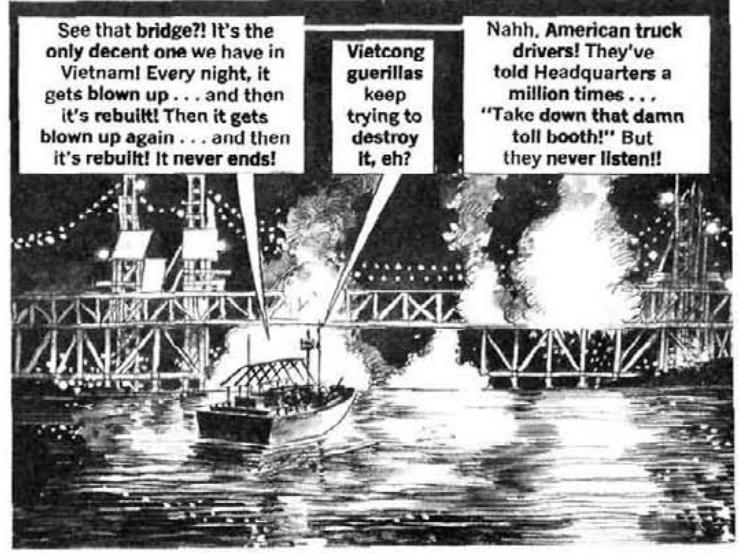
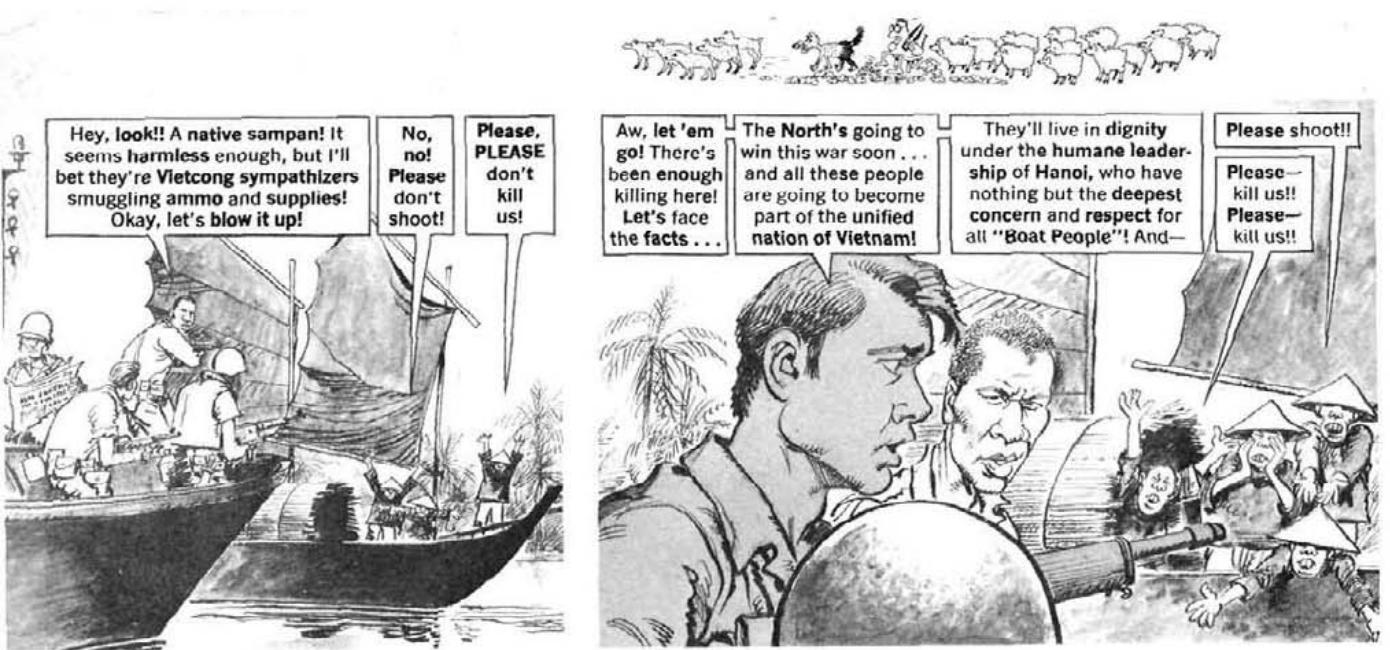
Man, I love it here! Do you know what it's like to wake up in the morning and step over fresh, bloody corpses, with the thrilling scent of Napalm tickling your nose?

I've seen some wacko, gung-ho HAWKS in my time, but this idiot takes the cake! I've got to get out of here and find Colonel Klutz!

I got NEWS for you!! Next to Col. Klutz, THIS guy is JANE FONDA!!







Hi! Welcome to Colonel Klutz's Headquarters!

He's a little peculiar about some things, but you'll soon get used to him...

Okay... who are you...???

A free-lance photographer! I've been here two years shooting a photo layout for "Reader's Digest"! As soon as I'm finished, Man, I'm gonna split this scene!

Hey, WAIT a minute! "Reader's Digest" doesn't USE photo layouts!

NOW they tell me!!

Remember, now! This is Col. Klutz's PRIVATE DOMAIN! He's KING here! Obey his rules, and you're okay! But, step out of line just ONCE...

Good Lord... what was HIS crime...???

He was caught "jay-walking"!

WHAT?!? Who jay-walks in a JUNGLE???

Not HIM anymore!



See that first guy! An overdue library book! And that second guy was caught spitting on the floor of a jungle bus! As for the third, well, you know those little tags on cushions that say, "Do Not Remove Under Penalty Of Law!" ...???

I just don't believe it!!

I KNOW!! It's really incredible, isn't it?!

Yeah! This film is almost two hours old, and STILL no Marlon Brando!!

Relax! You're gonna meet him right now!

I'm so excited! Brando always comes up with ingenious gimmicks for his roles! When he played in "Mutiny On The Bounty," he used a lisp! When he played in "The Godfather," he put cotton in his mouth! What memorable characters!

Mr. Christian! Mr. Corleone!

I just wonder what gimmick he'll come up with this time!



**MR. CLEAN!??!**

Captain, what's the idea of barging in on me like this without knocking?

Sorry, Sir! I must have lost my head!

No... that'll come later! Now, what in blazes do you want???

Well, according to your army records you're wanted for disobeying direct orders, desertion, illegally forming your own army, illegally forming your own country, murdering, maiming, torture, and committing thousands of unspeakable acts on hundreds of people!

So...? What are you driving at...???

Okay, I'll give it to you straight! Your chances of getting a Good Conduct Medal these days are very iffy!



Let's stop playing games! I KNOW you have orders to terminate me! What IS it with you people? Doesn't ANYBODY understand me? Don't you see . . . ? I kill only to be KIND!!

Because by killing, I am making a friend of horror! And by being its friend—not its enemy—I am bringing new life . . . not only to those I KILL, but to those I HOPE to kill in generations yet unborn . . . they should all live and be well!

Colonel, you're a sick, depraved, psychotic animal without a shred of human decency left in your entire body!!

RIGHT! Thank God SOMEBODY understands me!

Wait! Before you kill me, let me read some poetry! I ALWAYS read poetry! It enriches my life . . . !

You've violated every law of God and Man, and all you can think of is POETRY . . . ?! What in Hell do you call THAT?!?

I call it "The Song Of Hiawatha"!!

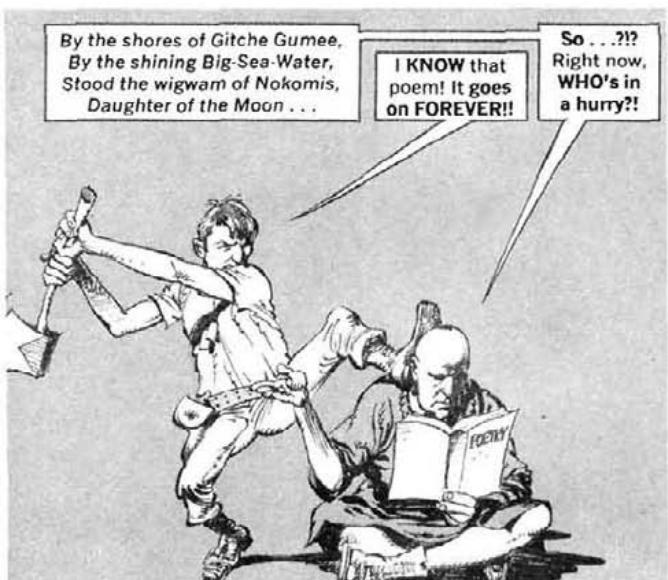
Listen—it's real neat!!



By the shores of Gitche Gumee,  
By the shining Big-Sea-Water,  
Stood the wigwam of Nokomis,  
Daughter of the Moon . . .

I KNOW that poem! It goes on FOREVER!!

So . . . ?!  
Right now,  
WHO's in  
a hurry??



Well, you've completed your mission, Captain! Now, you can go back to your outfit and continue with the war! And just think . . . !!

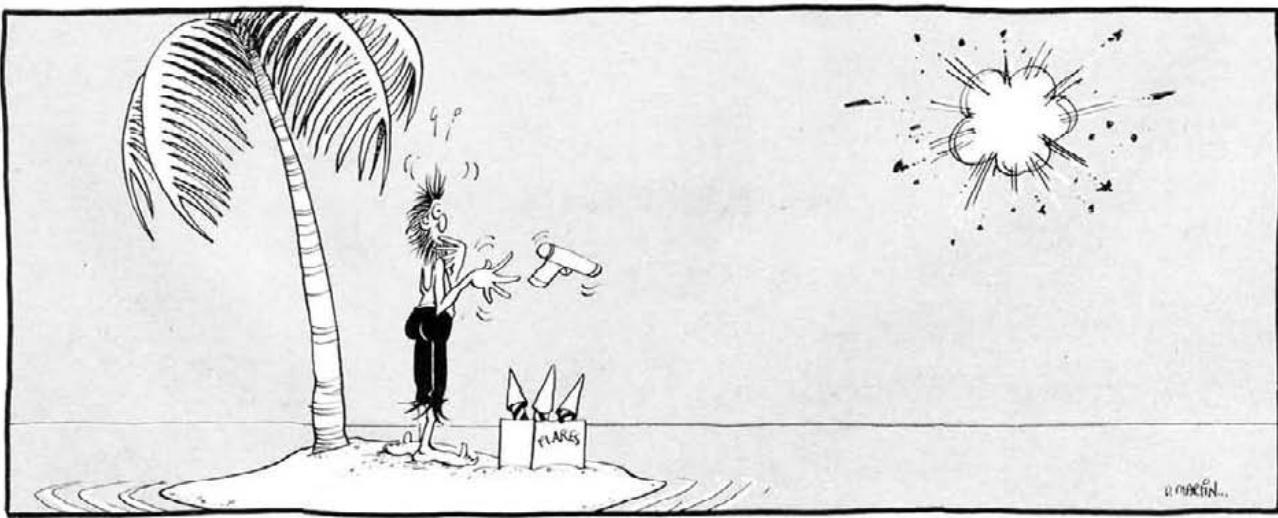
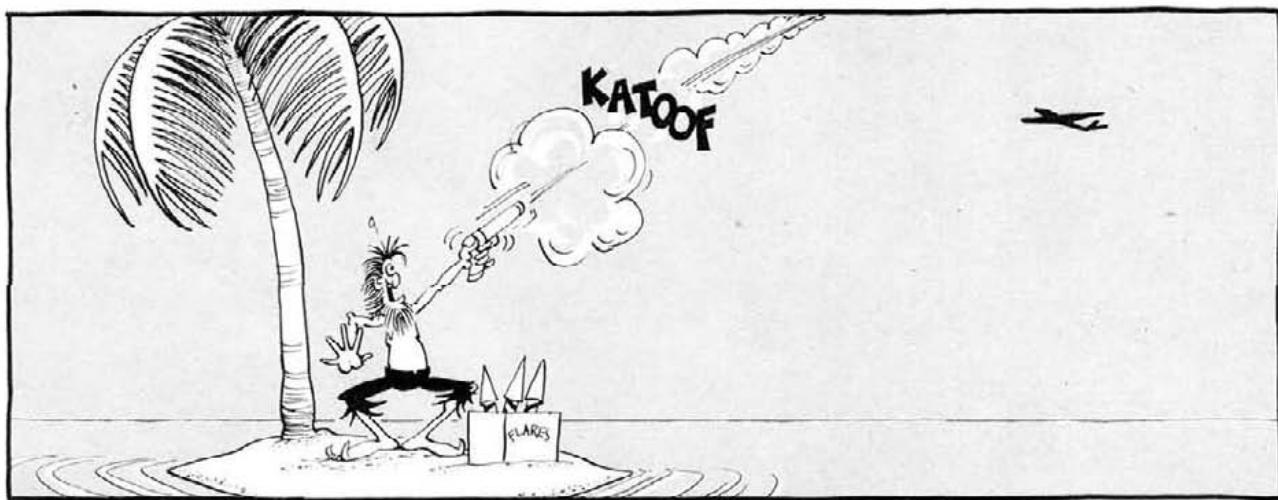
When it's finally over, we can all return to the States to accept the everlasting gratitude of our fellow Countrymen for a job well done!!

And then, with our heads held high, we'll be able to boast with pride and dignity that we are VETERANS . . . Veterans of the WAR IN VIETNAM!! Do you know what that will mean?



By the shores of Gitche Gumee,  
By the shining Big-Sea-Water,  
Stood the wigwam of Nokomis,  
Daughter of the Moon . . .

# ONE DAY ON A DESERT ISLAND



NO FUELING AROUND DEPT.

# A MAD LOOK ATT THE ENER

ARTIST: HARRY NORTH, ESQ.

## NIGHT GAMES UNDER "BRING-YOUR-OWN-LIGHTS"



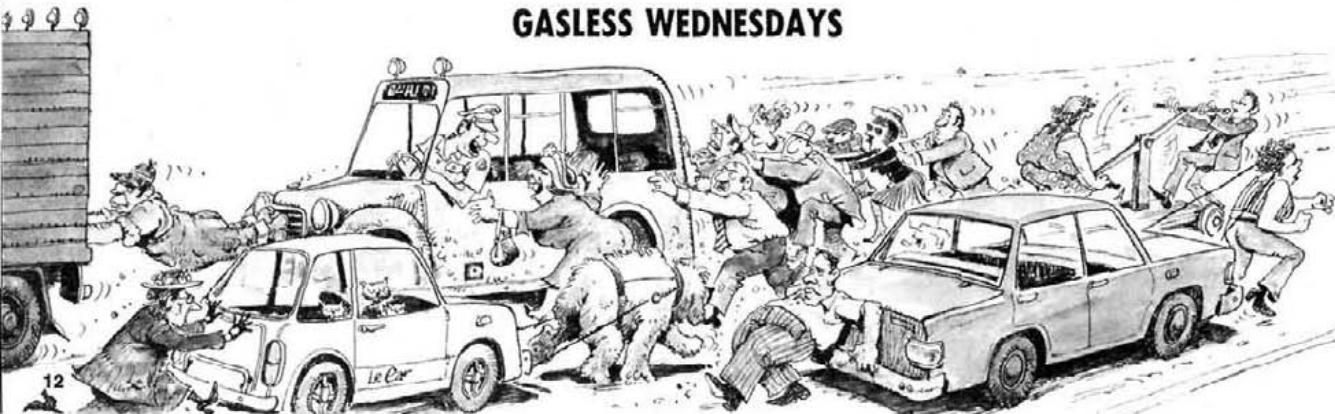
## MONTHLY HEATING OIL DELIVERIES



## STRANDED HIGHWAY FUEL BEGGARS



## GASLESS WEDNESDAYS



# HE FUTURE WITH GYCRUNCH



WRITER: PAUL PETER PORGES

## NON-ELECTRONIC CUE-CARD ROCK CONCERTS



## ELEVATOR SERVICE ELIMINATION DURING NON-PEAK HOURS



## NAMES IN ONE LIGHT ON BROADWAY



## HELL'S ANGELS SCOOTER GANG RALLIES



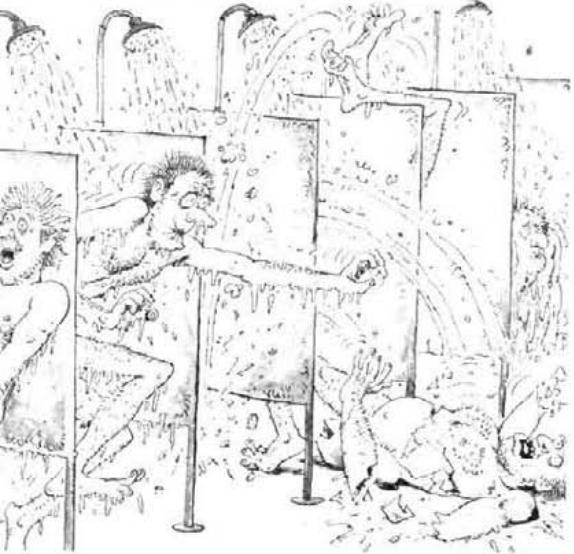
**NON-ELECTRONIC  
BURGLAR ALARM SYSTEMS**



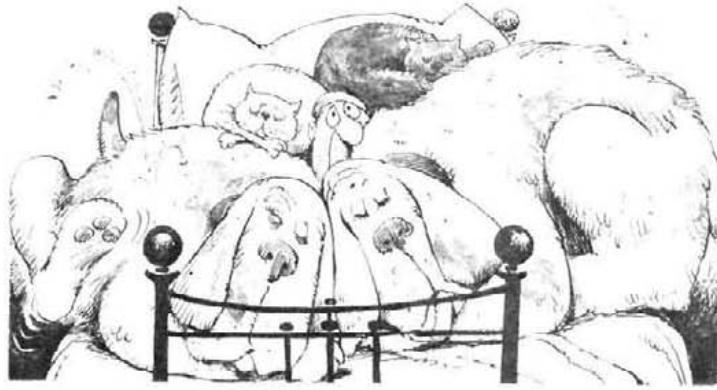
**12 MPH HIGH-SPEED ROBBERY SUSPECT CHASES**



**COLD SHOWERS AT LATE  
SEASON FOOTBALL GAMES**



**LIVING HEAT BLANKETS**



**SUBURBAN GASOLINE SNEAKS**



**JOG-IN RESTAURANTS**



PROGRAMMING THEIR INTERESTS DEPT.

We hear all kinds of complaints these days that kids can't read! Well, as every parent knows, this isn't true! Kids can and do read... "TV Guide"! So why don't our schools wise up and print text books using the "TV Guide" format? We'll show you what we mean. As a public service, we now offer...

# MAD'S "TV GUIDE" TEXTBOOK



**SPECIAL  
EDITION**

## **FALL SEMESTER PREVIEW**

ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

*Literature*

**Social  
Studies**

*Science*

# Literature

## 1590 **D** DON QUIXOTE—Spanish Comedy

A Spanish knight and his comic relief sidekick, Sancho, roam the countryside rescuing fair damsels in distress. If you think fighting windmills is funny, you'll dig this Sp!Com.



## 1850 **D** MOBY DICK—Adventure

Ahab, a vengeful sea captain with one leg, pursues a whale who made him that way. Clothed from "Jaws" with a giant whale replacing the great white shark.



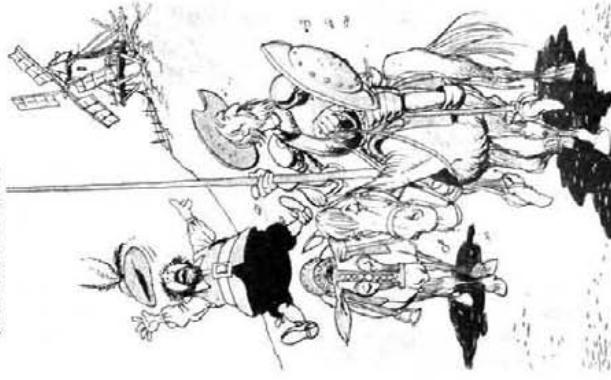
## 1865 **D** THE SCARLET LETTER—Soap Opera

Another teenage romance gone sour. Hester wins her lover, but the "A" doesn't stand for "Athlete."



## 1870 **D** THE ILIAD—Greek Adventure

Routine war story. Plot right out of "Homer's Heroes." Greeks hide in statue of wooden horse. Dumb Trojans accept horse as gift and drag it inside city walls. That night, Greeks have last horse laugh as they pour out and conquer Troy.

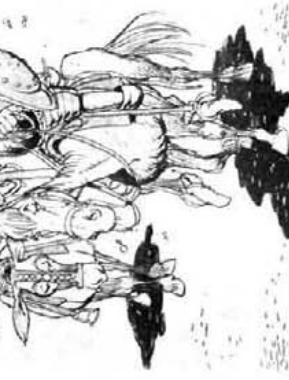


## 1870 **D** THE ODYSSEY—Greek Adventure

A spin-off from "The Iliad." Greek soldiers return home from war. The trip takes them ten years, proving that even in ancient times, commuting was always a bummer.

**D** THE BEOWULF—Science Fiction

Superhero Beowulf takes on gruesome monster, Grendel, in fight to finish. Not quite "Godzilla," but interesting if you're into gruesome monsters.



## 1875 **D** THE CANTERBURY TALES—Travel

A group of tourists swap dirty stories while on a journey. (Parental Guidance advised, mainly to translate juicy parts from Old English.)



## 1880 **D** THE MONSTER BATTLE

A ten Kleenex weeper that answers the question, "Can a poor orphan girl from the wrong side of the moors find happiness with a rich, brooding squire with a deep, deep dark secret?"

## 1580 **D** QUIXOTE VS. WINDMILL

Teenage romance with family feud causing tragic ending. Sound familiar? It should! It's "West Side Story" without the music, which was the best part.

**D** ALL'S WELL THAT ENDS WELL—Comedy

Couples in drag queer things, but as title indicates, everything ends up straight.

## 1590 **D** ROMEO AND JULIET—Drama

Interesting racial triangle: Black Prince, his White wife and his best friend. A game of "Drop The Handkerchief" leads to murder. Things like that couldn't happen today, thanks to the invention of Kleenex.

**D** JANE EYRE—Romance

A ten Kleenex weeper that answers the question, "Can a poor orphan girl from the wrong side of the moors find happiness with a rich, brooding squire with a deep, deep dark secret?"

## 1860 **D** close up COLUMBUS ISLAND



## 1875 **D** GIMME AN "A"!

**D** TOM SAWYER—Children's Special

Embezzled miser is visited by an assortment of ghosts who convince him that the way to enjoy the Yuletide is to take the chains off his bankroll and spend, spend, spend. All this before the invention of credit cards.

**D** SILAS MARNER—Drama

The old "Orphan and Rich Miser" plot. But Silas is no Daddy Warbucks. Women Libbers, take note: The author (or is it authoress) was a female, by George Eliot!

Italian sailor, Chris Columbus, is convinced the world is round. Everyone else is convinced Chris is some kind of nut. Undaunted, Columbus persuades Queen Isabella of Spain that he can reach the Far East by sailing West. The Queen, noted for her whacky sense of humor, gives Chris three sailing ships, and he and his madcap crew set off. Aka: three months, in which he manages to lose 2 of his ships, Chris reaches an island where the natives run around in the buff. Chris is convinced he has reached India, but he's only four thousand miles off his target. And since he's never been to India, he doesn't know that Indians (Hindus) don't run around in the buff.

## Social Studies

1880 **L** DR. JEKYLL AND MR. HYDE—Medical Horror Melodrama<sup>1</sup>. Kindly Doctor trips out and turns into one mean dude. Implicit sex.

1881 **L** LES MISÉRABLES—Police Drama. Routine "Cops and Robbers" chase through the sewers of Paris.



1530 **S** HENRY VIII AND CATHERINE AND ANNE AND JANE AND ANNE AND CATHERINE AND CATHERINE—Royal Switchcom

Life in merry old England during the reign of Henry VIII, where heads fall like apples, especially those of his many wives. It's Henry's unique solution to the high cost of alimony.

1560 **S** I LOVE LIZZY

Elizabeth, a spin-off from Henry VIII and his first wife, chooses a career, mainly being Queen, over marriage. In fact, being Queen, happens to her favorite boyfuss? Off with his head, that's what! Seems Lizzy is a chip of the old chopping block.

1620 **S** PILGRIM DAYS—Sh!Con

Hilarious adventures of shy John Alden and his lady love, Piscille. John, too bashful to propose, gets his best friend to do it for him.

1535 **S** SMITTY AND POOCO—Comedy

English Captain and Indian Princess cavort in Old Virginia, until he almost loses his head over her.

1895 **L** THE RED BADGE OF COURAGE—Civil War Drama

High school drop-out joins the Army, dreaming of glory. War turns out to be a downer. He decides to split, has a change of heart. Figures he'd rather be dead than chicken. A real schmuck!

1900 **L** WAR AND PEACE—Russian Maxi Series

Long story of Napoleon's invasion of Russia and its effect on people.

Cast

Forget it ..... This Magazine isn't ..... Big Enough To List ..... Characters ..... And They Have Russian Names ..... Yet!



1774 **S** ANIMAL BOAT (Originally titled "THE BOSTON TEA PARTY"—Comedy. A bunch of wild and crazy guys hold an 'Indian' party aboard a British ship and have a "tea fight."



1785 **L** THE SAME OLD GARBAGE

High school drop-out joins the Army, dreaming of glory. War turns out to be a downer. He decides to split, has a change of heart. Figures he'd rather be dead than chicken. A real schmuck!

Cast

Forget it ..... This Magazine isn't ..... Big Enough To List ..... Characters ..... And They Have Russian Names ..... Yet!



SAVED BY THE BELLE

1762 **S** CATHERINE WAS GREAT—Variety

Catherine The Great is a wild, swinging Russian Czarina. Cally was into uniforms, leather, S&M, etc., before they became fashionable. (Parental Guidance recommended.)

MORE OF THE SAME OLD GARBAGE

1812 **S** YANKEES—REDCOATS REMATCH

—Sports

Those two old rivals, the Yankees and the Redcoats meet again. This time, the Redcoats burn Washington. (Not the general, unfortunately! The city!)

1861 **S** THE BLUE VS THE GREY—Sports

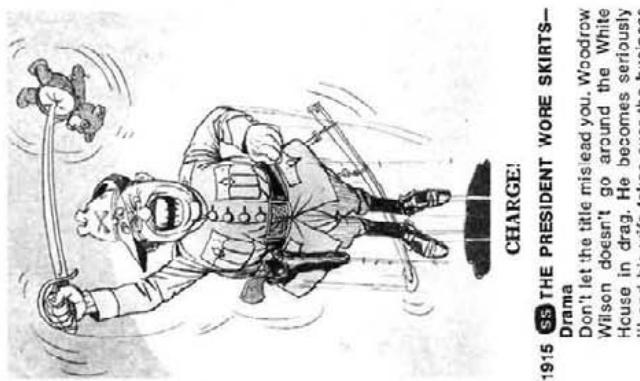
The Rebels with Robert E. Lee calling the plays take on the bigger but slower Yankees and grab an early lead. But steady "3-yards and a cloud of dust" philosophy of Coach Grant pays off as The Blues rally to win.

1876 **S** A FUNNY THING HAPPENED ON THE WAY TO THE BIG HORN—Comedy

General George Custer leads his troops against Sitting Bull. Custer loses the battle, his men, and his hair—all the way to his eyebrows! Scree one for the Indians!

1900 **S** THE THREE FACES OF TEDDY—Adventure

The exciting story of Teddy Roosevelt—Soldier, President, Canal-Builder. Today, he's best remembered for having a stuffed toy named after him. So much for being a Soldier, President and Canal-Builder.



CHARGE!

1915 **S** THE PRESIDENT WORE SKIRTS—Drama

Don't let the title mislead you. Woodrow Wilson doesn't go around the White House in drag. He becomes seriously ill and his wife takes over the business ... which happens to be the Presidency.

MORE OF THE SAME OLD BATTLE

## Science

### 1876 **S** WHITNEY COUNTRY—Comedy

**Drama** Eli Whitney, a rural school teacher, invents the cotton gin, and the South is never the same again. Thank God!

**1859 **S** THE PLANET THAT DESCENDED FROM THE APES—Science or Fiction—(Depending on which State you live in!) The adventures of Charles Darwin and his far-out theory that Man is descended from Apes. This theory is bitterly denounced by Apes all over the world.**



### 1876 **S** SORRY, WRONG NUMBER—Comedy

The hilarious adventures of Alexander Graham Bell and his wonderful little talking machine. No, he didn't invent the telephone, only the telephone they talk into. A very important invention. Like where would Superman change his clothes if it hadn't been for Bell?

**1879 **S** YOU CAN'T CON EDISON—Comedy** Tom Edison, a newsboy, grows up to become a great inventor. He's credited with inventing the Light Bulb, the Radio Tube, the Movie Projector, the Phonograph and the Electric Bill.

### 1903 **S** ORVILLE AND WILBUR—Adventure

A pair of bicycle mechanics, Orville and Wilbur Wright decide to build a flying machine. After many years of work, they succeed in getting their machine airborne for 12 seconds, covering a distance of 100 feet... which wasn't as fast or as far as they could go on their bikes.

### 1936 **S** WELCOME BACK, EINSTEIN—Comedy

Professor Albert Einstein teaches a class in "Relativity" at Princeton. The entire class flunks, because nobody understands his theory, mainly because nobody understands him! He speaks with a thick German accent.

# SPECIAL GAME SHOW NAME THAT RIPOFF!

## FEATURING GREAT RIPOFFS THROUGH HISTORY!

**Napoleon** ★ The U.S. buying Alaska from the Russians for \$7,290,000!

**The Purchase of Manhattan from the Indians** ★ for \$24.80.

The biggest ripoff of them all! Nixon getting \$600,000 from David Frost, for a TV interview!



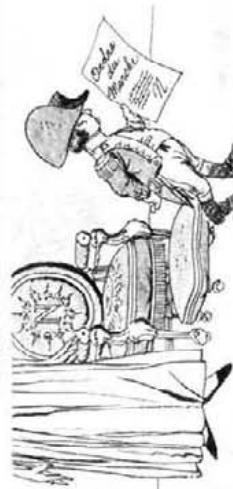
## SOCIAL STUDIES

### Comedy

Emperor Napoleon has several problems. He's short, he has a wife named Josephine. He can't do anything about his height, he has no "pop-pop-fizz-fizz", but he can get away from the Mrs. by going to war... which he does time and again. After he's conquered most of Europe, he decides to invade Russia, where he gets bogged down in snow. All this was, of course, long before snow tires and the Diehard battery were invented.

## close up

### THE LITTLE EMPEROR



**1608 **S** MR. PEEPER—Comedy** Adventure

Intriguing tale of Galileo and his telescope. He claims he wants to use his new invention to study the stars and planets, but it also turns out to be a handy instrument to have around for studying other heavenly bodies, like his neighbors when they forget to close their shutters.

PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.

# AN AL JAFFEE SNAPPY ANSWERS TO STUPID QUESTIONS Jogging Incident



Are you a  
jogger?

No, I'm breaking in a pair of  
running shoes for a friend!

Are you a  
jogger?

No, I'm practicing for the  
Olympic Doggie-Do Dodging Event!

## TONY'S SHOE REPAIR

## IRMA'S PET BOUTIQUE



Are you a jogger?

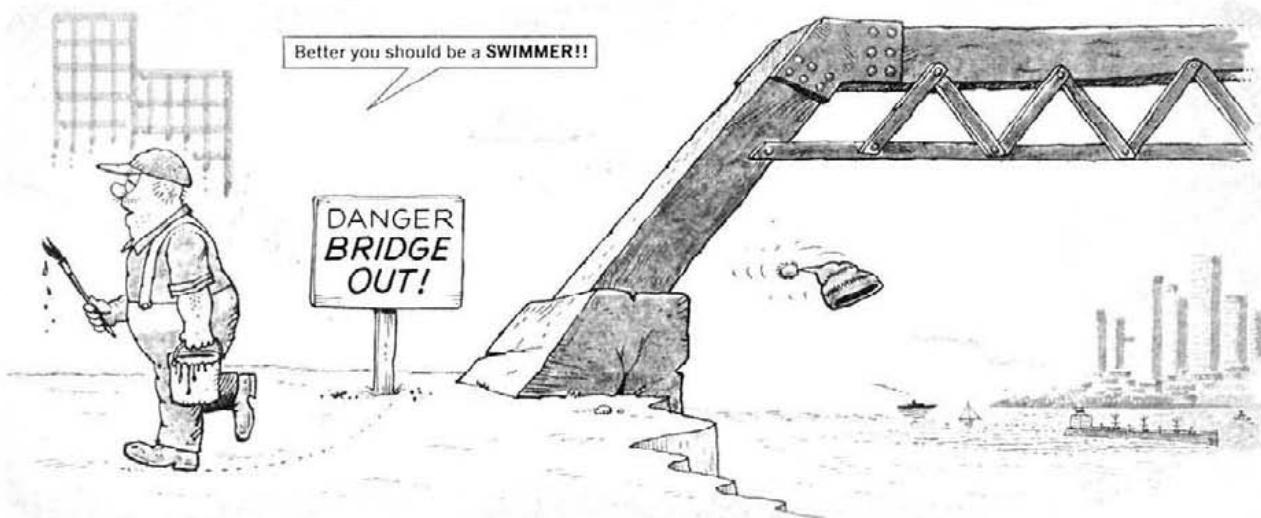


Okay! OKAY! I GIVE UP!  
YES,  
I'M A JOGGER!!



Better you should be a SWIMMER!!

DANGER  
BRIDGE OUT!



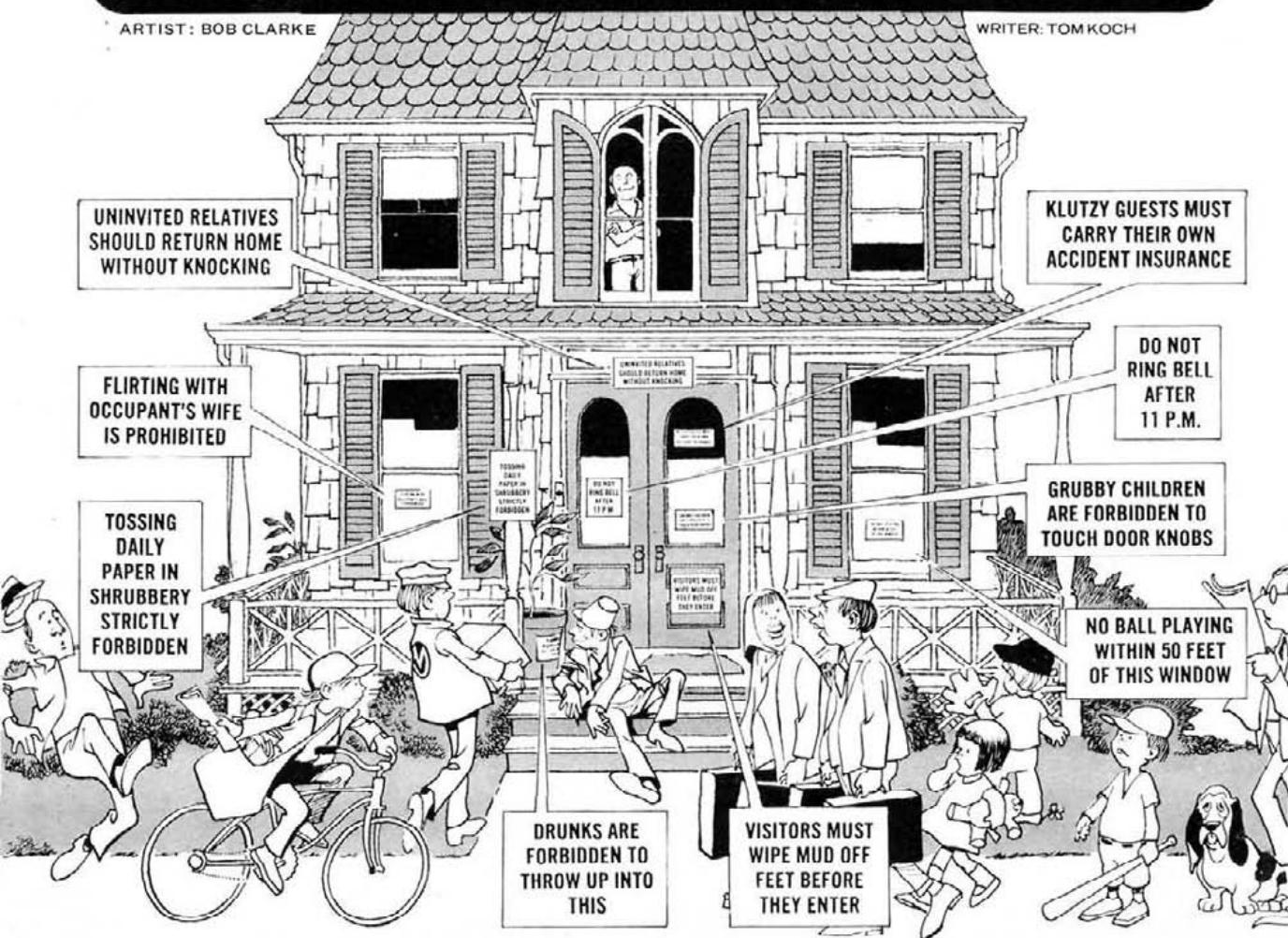
NOTICE OPERENDI DEPT.

The world is infested with rude, thoughtless clods whose self-indulgent behavior makes life miserable for the rest of us. So far, these insensitive slobs have been kept in check by official signs warning them to curb their dogs, keep off the grass, refrain from smoking, etc. Such signs have made a small beginning in civilizing these chronic public nuisances, but much work remains to be done. Since even the most uncouth jerk is shamed into obeying boldly-lettered rules posted in parks and other public places, why not extend the system? There's a good chance that we'd be less aggravated by self-centered pests if they were all constantly reminded, warned and threatened by these...

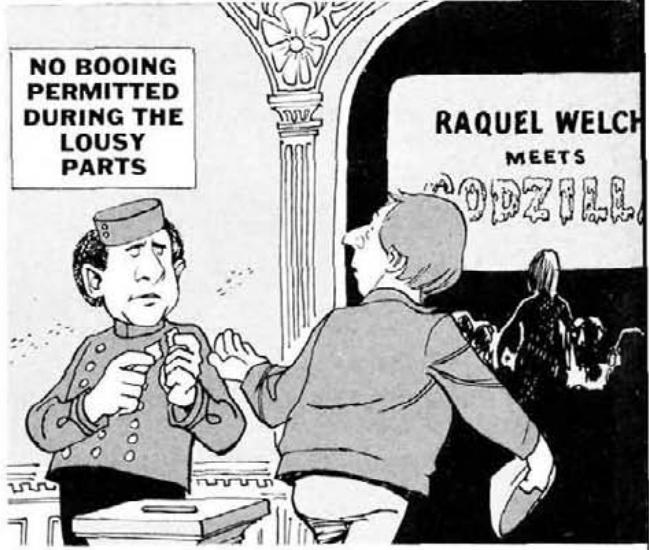
# SIGNS WE'D LIKE TO SEE

ARTIST: BOB CLARKE

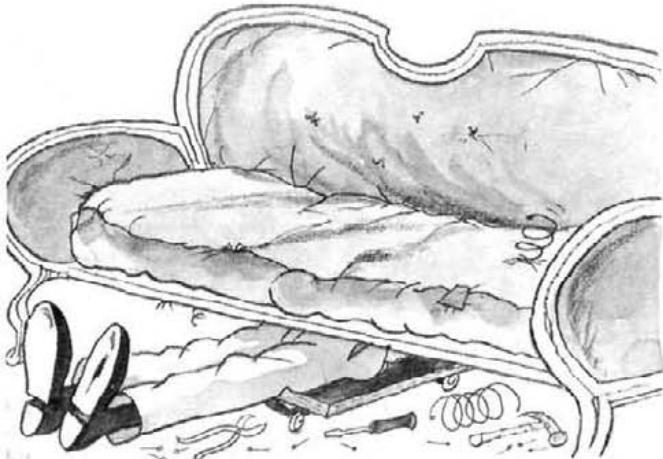
WRITER: TOM KOCH







CHANGE THE SPRINGS ON YOUR LIVING ROOM SOFA



INSPECT YOUR NEW REFRIGERATOR  
EVERY DAY FOR DENTS OR SCRATCHES



POLISH AND WAX SOMETHING TO A HIGH SHINE



AUTO NEUROTIC DEPT.

THANKS TO THE GASOLINE SHO  
TO GIVE UP DRIVING ALTOGET

**THINGS YOU  
REMEMBER V**

ARTIST & WRITER:

CHANGE YOUR OIL



BRING TWO FOLDING CHAIRS TO YOUR DRIVE-IN MOVIE



DO A JACKRABBIT START AND ACCELERATE FROM 0-TO-5 MILES PER HOUR IN A SUPERMARKET AISLE



PUT SEATBELTS ON YOUR NEW BARKER LOUNGER, AND THEN NEVER USE THEM



TAGE, SOMEDAY WE MAY HAVE HER. HERE, THEN, ARE SOME

# CAN DO TO OUR CAR BY

PAUL PETER PORGES

EAT SOME JUNK FOOD OFF A TRAY HANGING OUTSIDE YOUR WINDOW



LET SOMEBODY BACKSEAT-NAG YOU ON A TANDEM BIKE



GET YOURSELF A PORTABLE C.B. AND A NEW C.B. HANDLE





BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

DAMMIT TO HELL! At the funniest part of the "Saturday Night Live" show, the PHONE has to ring! Okay, HOLD IT while I shut off the TV!!

**HELLO!!**

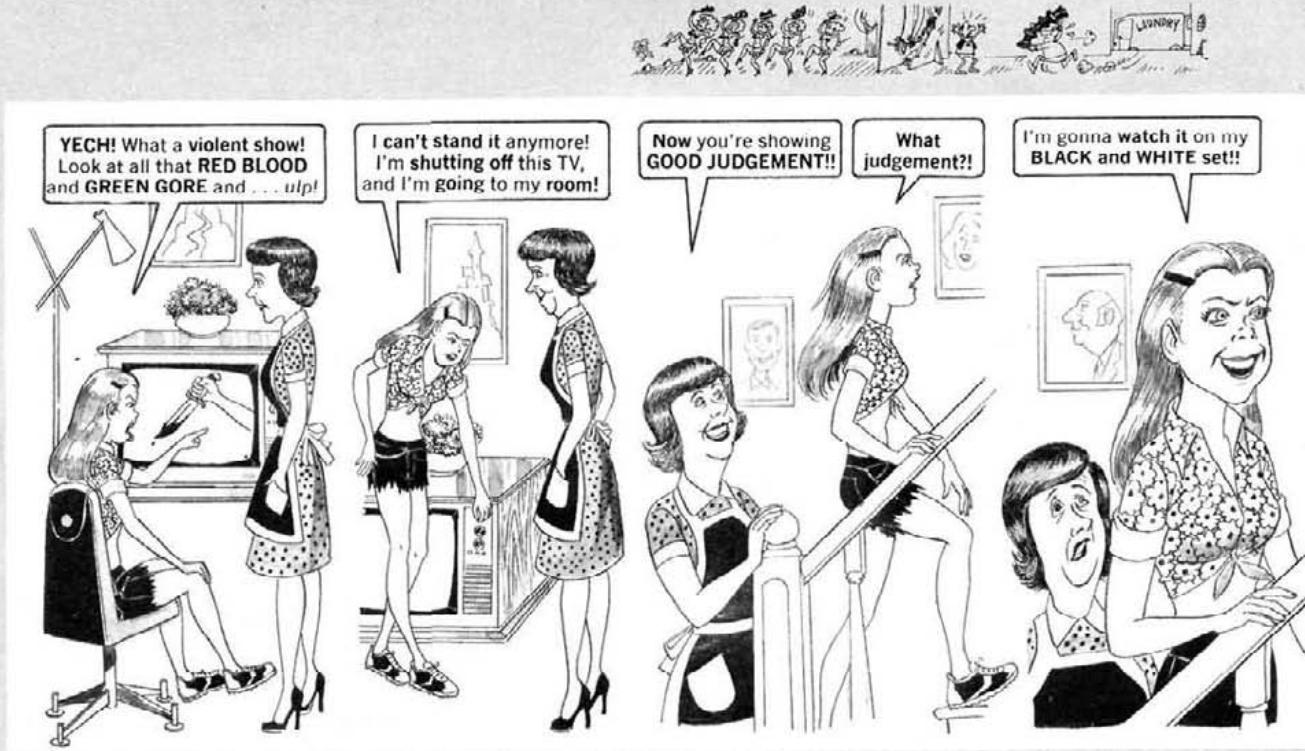
Chris, baby . . . whatchya doin'?

Nothing . . . NOW!!

Too bad! That's why I called!!

Because you're missing one hell of a funny show on "Saturday Night Live"!

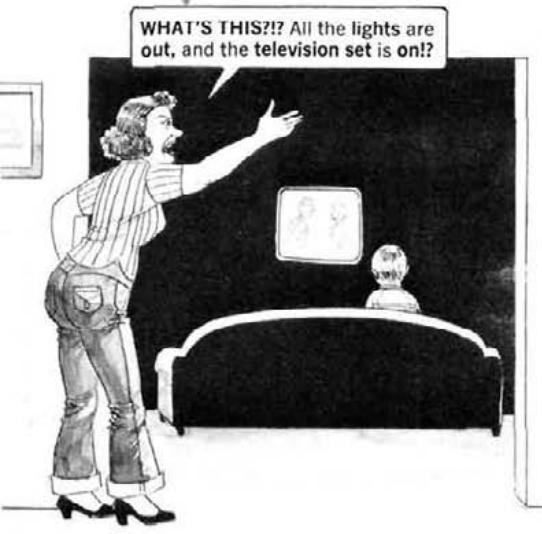




# IDIOT BOX

ARTIST & WRITER:  
DAVE BERG





Again with the TELEVISION!!  
It's always the television!!  
I never see you do anything  
constructive—like reading!!

When the program is over,  
I'll read something . . . !!

Well!! The program  
is over! So READ!!  
Okay! I will!!

"Executive Producer, Saul Iason;  
Directed by Jeff Margolis. Written  
by Hal Goodman, Paul Pumpain,  
Steven Michelle, Craig Tennis and  
Gary Oakes; Creative Consultant,  
Roger Kaputnik; Produced by . . ."



I think those  
TV News Anchor  
People are SO  
SMART!! They  
know all about  
EVERYTHING!!

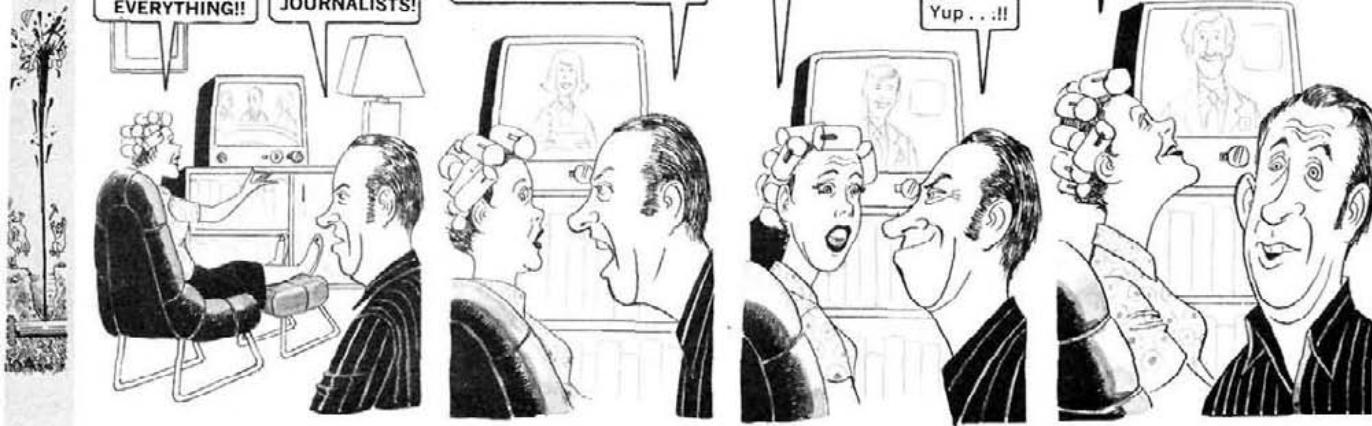
Ahhh, they  
don't know  
NOTHIN'!  
Most of them  
aren't even  
JOURNALISTS!

The news comes over the  
teletype, someone puts it  
on a teleprompter or some  
cue cards, and the Anchor  
People just READ it!

You mean . . . all those dumb  
clucks do look nice, read  
the news for an hour a day,  
and get BIG BUCKS for it?

Yup . . . !!

Well, THAT'S pretty smart!!



I can't believe these audience  
participation shows like "Let's  
Make A Deal"!! The people make  
such damn fools of themselves—  
wearing outlandish costumes and  
waving weird signs and jumping  
up and down like they're crazy!

They're crazy, all right . . .  
like FOXES!! The more ridiculous  
they look . . . the more  
noise they make . . . the better  
chance they have to be picked  
to win some really big prizes!

So THAT'S how it's done!

ME!! ME!! ME!! PICK ME TO  
GET A NEW DISHWASHER!!





**THE RHYMES, THEY ARE A-CHANGIN' DEPT.**

What's happening in Nursery Rhyme Land? The same as what's happening in the entire U.S.A. There's no gas, no heating oil, and Tom, Tom the Piper's Son is running . . . just to keep warm! Yes, that's the way it is in Nursery Rhyme Land, and that's the way we write ridiculous introductions to ridiculous articles such as this, namely:

# MAD'S ENERGY CRISIS MOTHER GOOSE

ARTIST: PAUL COKER  
WRITER: FRANK JACOBS

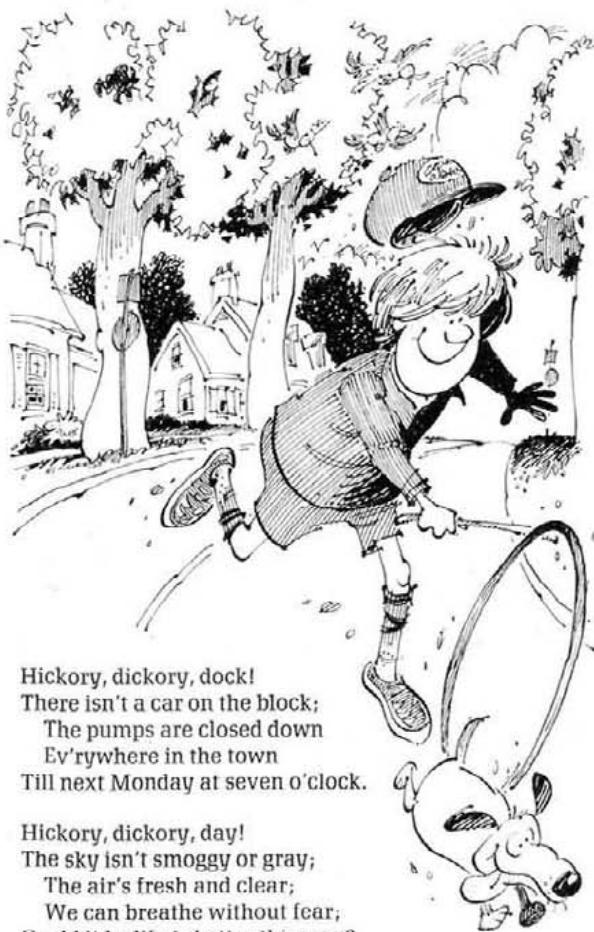


## Little Miss Muffet



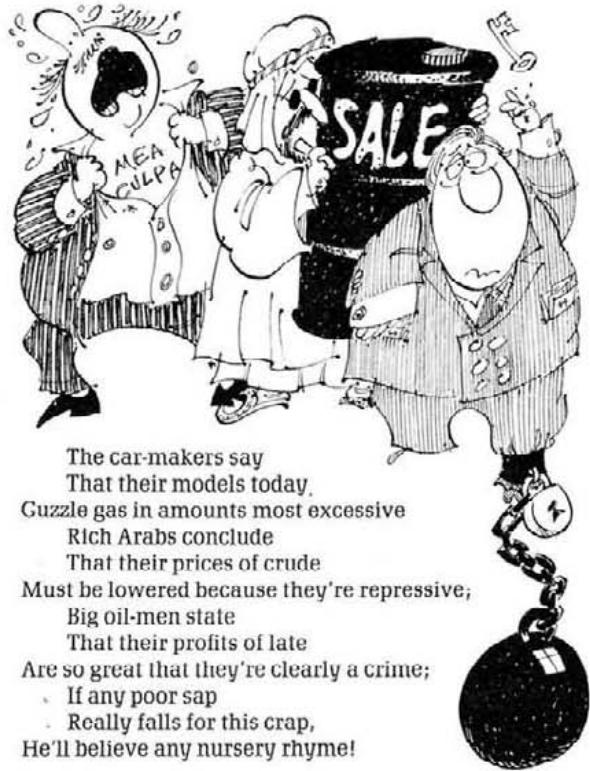
Little Miss Muffet  
Turns blue on her tuffet  
Because it has dropped below freezing;  
Little Jack Horner  
Curls up in his corner;  
For weeks he's been coughing and sneezing;  
Old Mother Hubbard  
Has ripped up her cupboard  
And burned it, which isn't surprising;  
There's simply no way  
That these poor folks can pay  
As their fuel costs are steadily rising.

## Hickory, Dickory, Dock



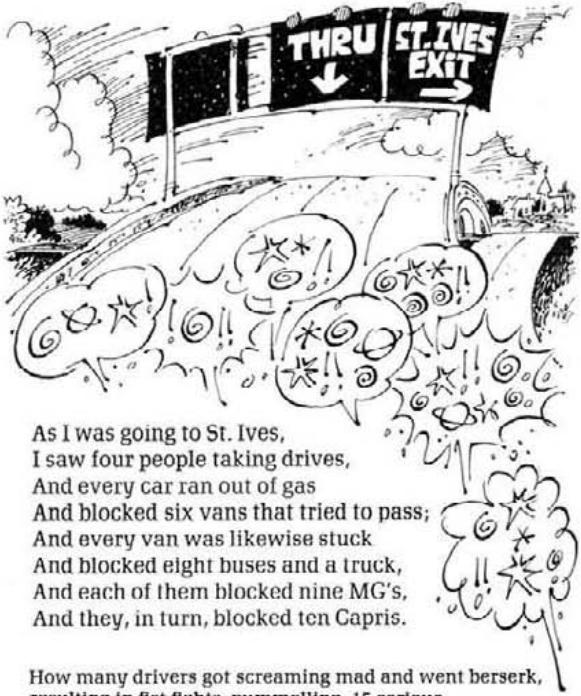
Hickory, dickory, dock!  
There isn't a car on the block;  
The pumps are closed down  
Ev'rywhere in the town  
Till next Monday at seven o'clock.  
  
Hickory, dickory, day!  
The sky isn't smoggy or gray;  
The air's fresh and clear;  
We can breathe without fear;  
Could it be life is better this way?

## The Car-Makers Say



The car-makers say  
That their models today,  
Guzzle gas in amounts most excessive  
Rich Arabs conclude  
That their prices of crude  
Must be lowered because they're repressive;  
Big oil-men state  
That their profits of late  
Are so great that they're clearly a crime;  
If any poor sap  
Really falls for this crap,  
He'll believe any nursery rhyme!

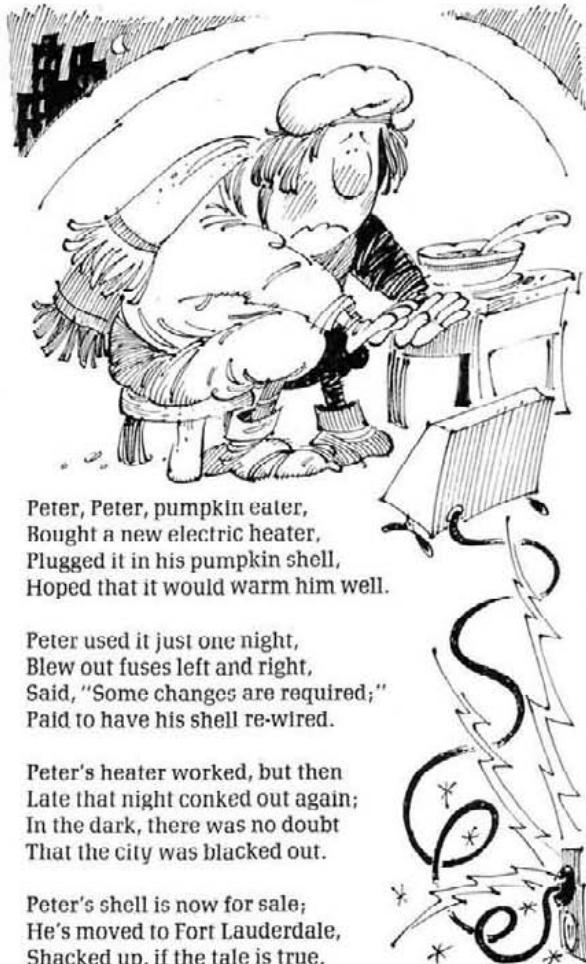
## As I Was Going To St. Ives



As I was going to St. Ives,  
I saw four people taking drives,  
And every car ran out of gas  
And blocked six vans that tried to pass;  
And every van was likewise stuck  
And blocked eight buses and a truck,  
And each of them blocked nine MG's,  
And they, in turn, blocked ten Capris.

How many drivers got screaming mad and went berserk,  
resulting in fist-fights, pummelling, 15 serious  
injuries, and one homicide on the road to St. Ives?

## Peter, Peter, Pumpkin Eater



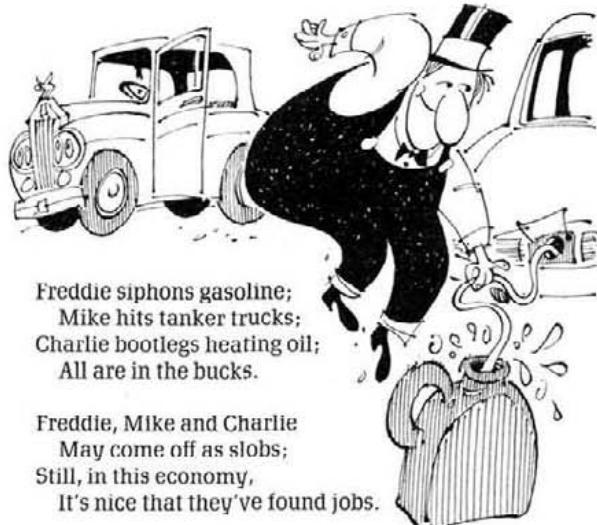
Peter, Peter, pumpkin eater,  
Bought a new electric heater,  
Plugged it in his pumpkin shell,  
Hoped that it would warm him well.

Peter used it just one night,  
Blew out fuses left and right,  
Said, "Some changes are required;"  
Paid to have his shell re-wired.

Peter's heater worked, but then  
Late that night conked out again;  
In the dark, there was no doubt  
That the city was blacked out.

Peter's shell is now for sale;  
He's moved to Fort Lauderdale,  
Shacked up, if the tale is true,  
With the Woman in the Shoe.

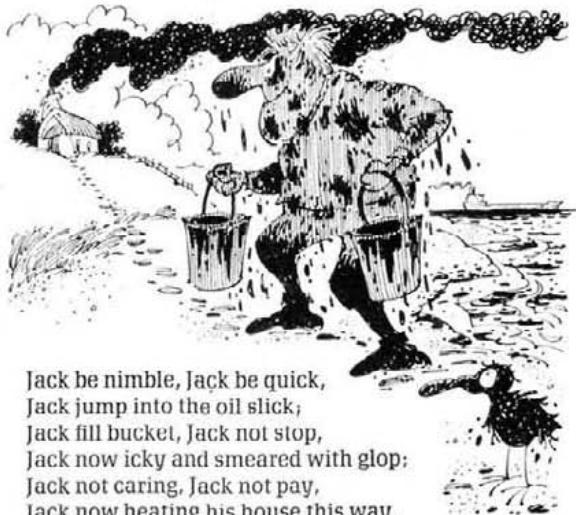
## Freddie Siphons Gas Tanks



Freddie siphons gasoline;  
Mike hits tanker trucks;  
Charlie bootlegs heating oil;  
All are in the bucks.

Freddie, Mike and Charlie  
May come off as slobs;  
Still, in this economy,  
It's nice that they've found jobs.

## Jack Be Nimble



Jack be nimble, Jack be quick,  
Jack jump into the oil slick;  
Jack fill bucket, Jack not stop,  
Jack now icky and smeared with glop;  
Jack not caring, Jack not pay,  
Jack now heating his house this way.

## Harry Has a Row of Pumps



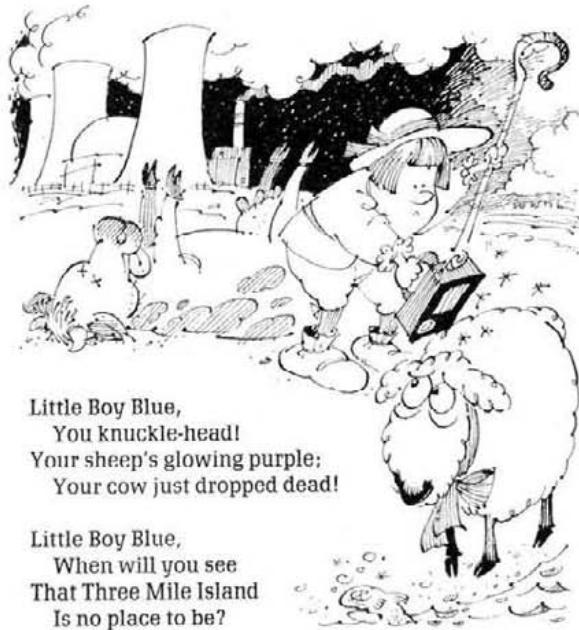
Harry has a row of pumps  
And sells us gasoline;  
He's most polite,  
And day and night  
He keeps his restrooms clean.

Harry hands out trading stamps  
And highway maps and such;  
He checks the air  
In ev'ry spare  
And says, "Thanks very much."

Harry isn't run by greed;  
His profit isn't large;  
Most folks declare  
He's very fair  
And doesn't over-charge.

Harry seems a super guy  
Who treats the people great;  
Alas, alack,  
This poem dates back  
To nineteen sixty-eight.

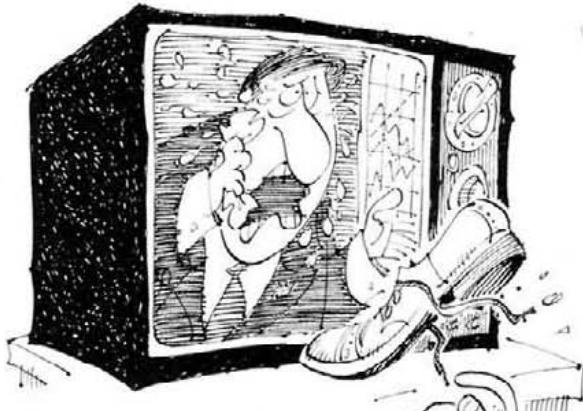
## Little Boy Blue



Little Boy Blue,  
You knuckle-head!  
Your sheep's glowing purple;  
Your cow just dropped dead!

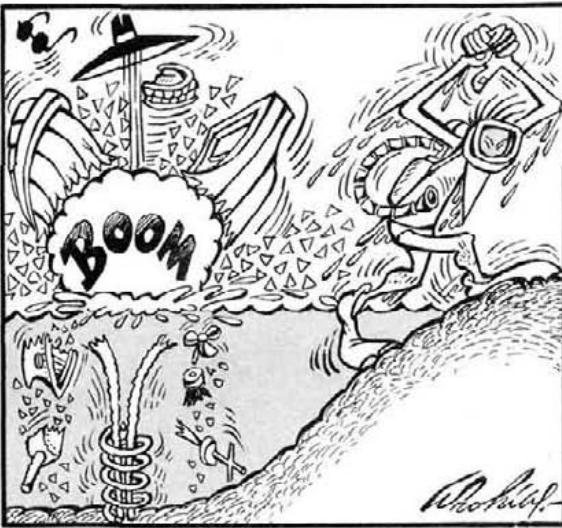
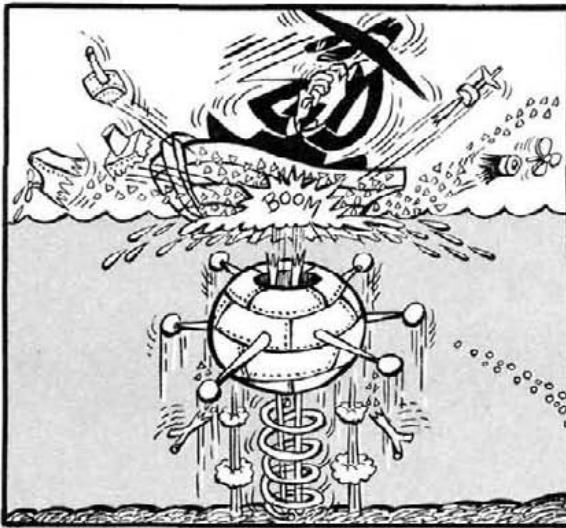
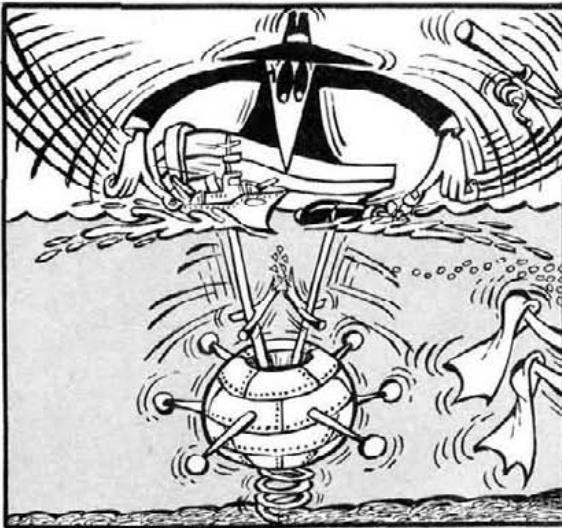
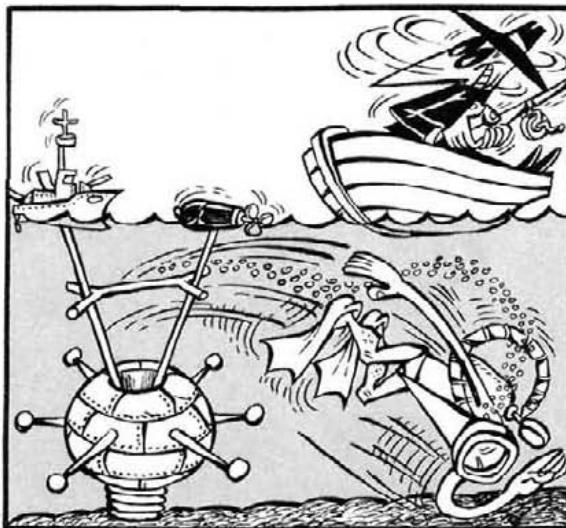
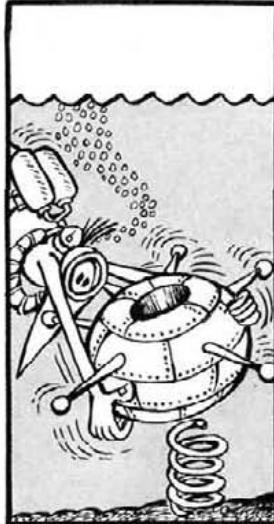
Little Boy Blue,  
When will you see  
That Three Mile Island  
Is no place to be?

## Exxon, Mobil, Gulf and Shell



Exxon, Mobil, Gulf and Shell  
Tell us they've less gas to sell,  
Claim they're victims of a squeeze,  
Caused by Arabs overseas;  
Hope that we will understand  
Why there's panic through the land;  
With a story sad to tell  
Are Exxon, Mobil, Gulf and Shell.

Exxon, Mobil, Gulf and Shell—  
We have heard the tale you tell;  
Seen the tankers off the shore;  
Seen your storage tanks galore;  
Seen gas prices swiftly rise;  
Seen your profits reach the skies;  
Won't you please go straight to hell  
Dear Exxon, Mobil, Gulf and Shell?



Remember the Draft? That's when all men between 18 and 26 had to register with the Government. Their names were placed in a bowl, and whoever was picked had to go into the Army or the Navy . . . unless he happened to have influential friends or relatives, was a college student, had an essential job like a school teacher or a politician, or was an athlete with an injury that made him incapable of serving in the Army, but okay to play in the NFL. Well, now there's talk of reviving the Draft, and so MAD investigates this controversial subject with its own version of the famous TV show:



# SIX MINUTES\*

On "The Return Of The Draft"

\*Which is about how long it should take you illiterate clods to read this article!

I'm Harry Reasonable! Today, "Six Minutes" examines "The Return Of The Draft"! I'm here in the Pentagon with Gen. Douglas MacBoondock and Col. Robert E. Ramrod!

Gentlemen, why do you think we need to revive the Draft?

For security reasons!

You mean, National Security?

No, OURS! It makes the Military very insecure, not having an Army!

But we have an Army! We have a VOLUNTEER Army!

Hah! You call that "summer camp" an ARMY? !? They gave those jokers too damn many RIGHTS to get them to enlist! You can't fight a decent war THAT WAY! !

Yeah, but when someone is DRAFTED, he LOSES his rights!

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE

But WHY do we need a Draft NOW?

Russia drafts men into HER Army! That's all the reason we need!

Gotcha, General! My first strike wiped out your Air Force!

Yes, but then my retaliatory strike knocked out your Missile Sites!

But Russia is a Totalitarian State! The people have no choice! The Government controls the Press, there's no free speech and protests are forbidden!

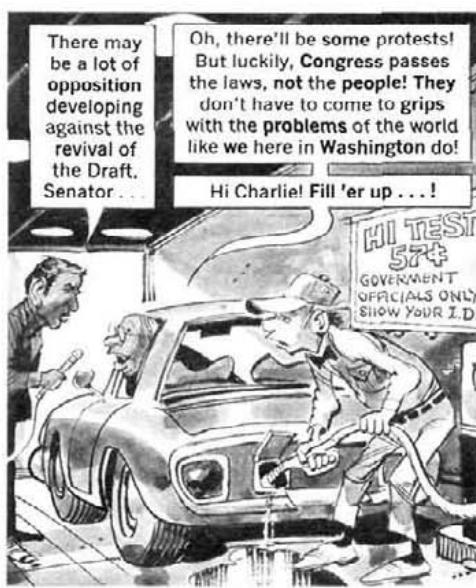
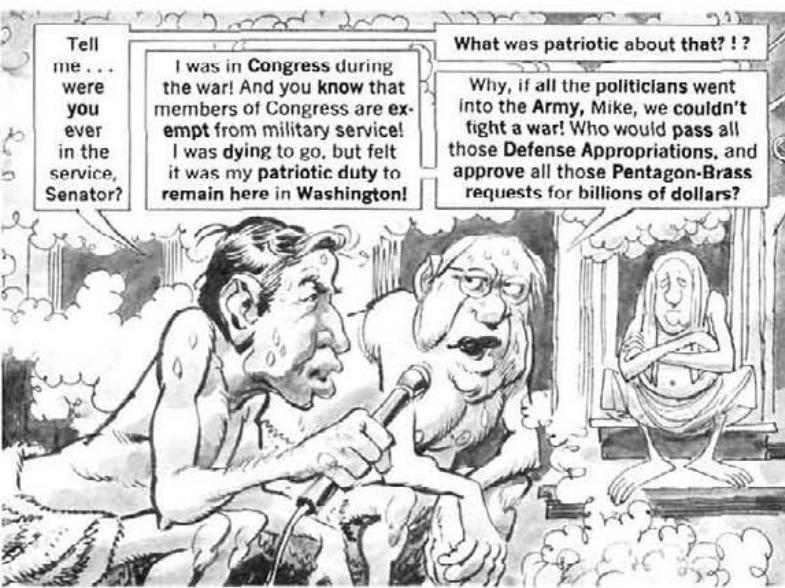
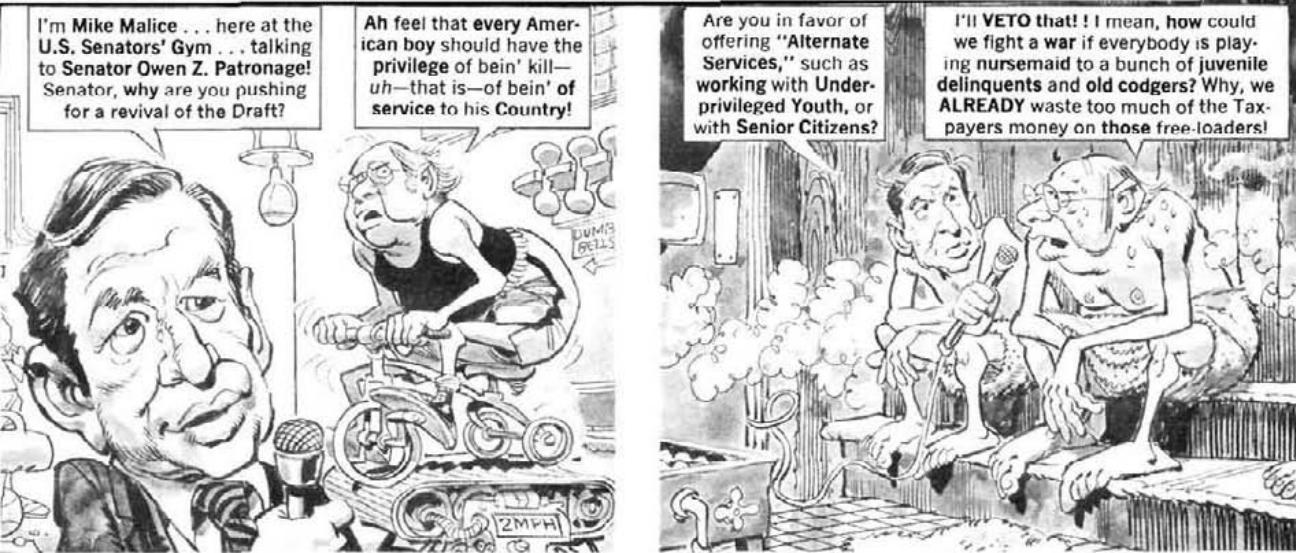
Lord knows, I've got no use for those Commies, but I must admit they sure know how to do SOME things right! !

There are a lot of people who say a peacetime Draft is un-American!

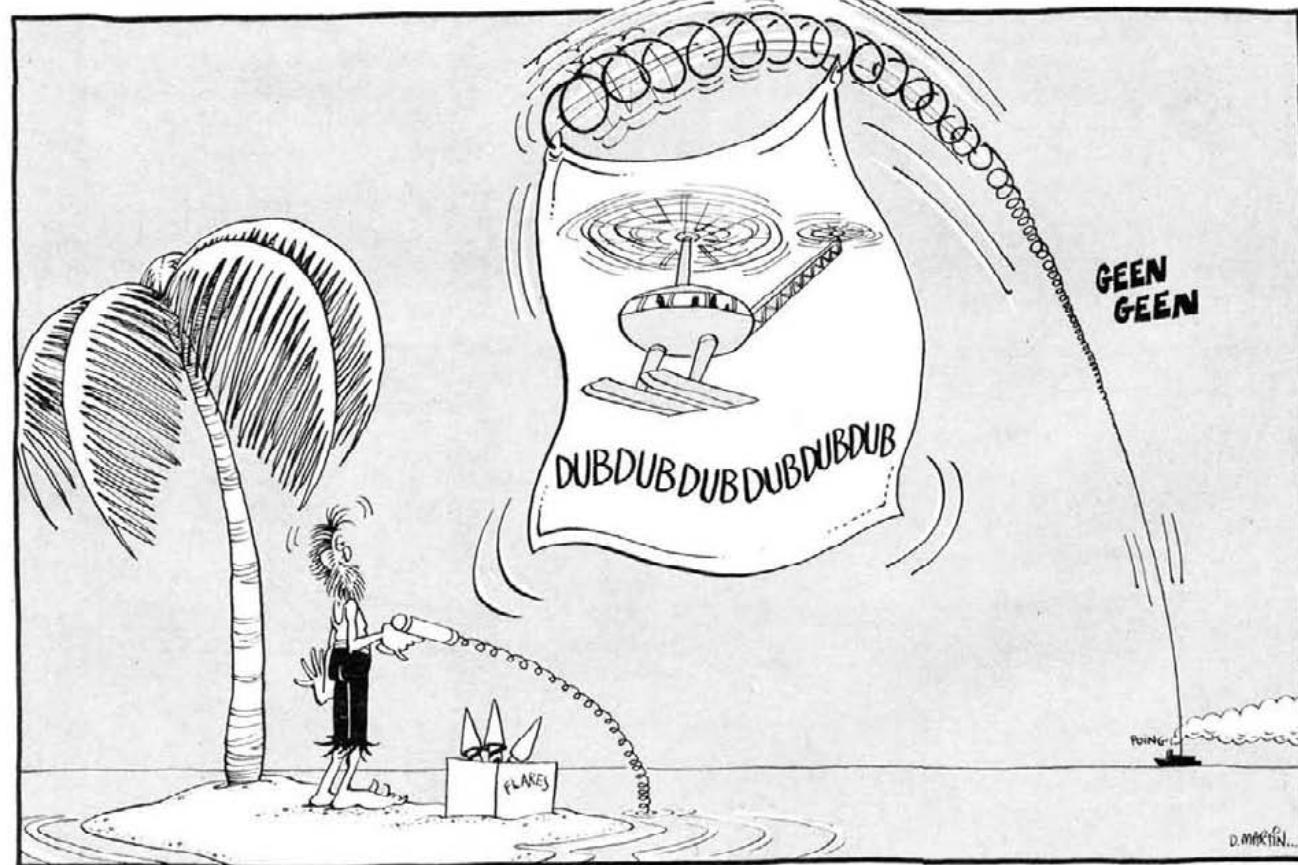
They better not say that to me, by God! Where would we be today if Gen. Washington didn't have a Draft? We'd all be speaking English instead of American!







# ANOTHER DAY ON A DESERT ISLAND



**STIFF 'EM STUFF DEPT.**

Remember what tipping used to be for? It was for a job well done. Now, we tip for any job, no matter *how badly* it's done. And we usually *over-tip* for a job that's done the way it *should* be done. Well, here's your chance to change all that. Since you're probably too chicken to leave no tip at all for a bad job, just cut these out, place them in an envelope, and discretely hand out where necessary these . . .

# MAD "NO TIP" CARDS

WRITER: DICK DE BARTOLO

## FOR THE WAITRESS



You forgot the onions on my burger!  
You forgot my Coke and French fries, too!  
So I'm sure that you will understand when  
I forget to leave a tip for you!

## FOR THE BELLBOY



You carried my tiny bag up the stairs,  
And made me feel like I'm weak!  
You made a deal of unlocking the door,  
Like it was something unique!  
You showed me just how to turn on the light,  
And things that wasted my time!  
Now it's my turn to make you feel small, pal—  
Have you got change of a dime?

## FOR THE WASHROOM ATTENDANT



Big deal! You handed me a towel  
And then turned on the water!  
Who asked you? I'm not crippled yet!  
I'm handing you no quarter!

## FOR THE HATCHECK GIRL

I didn't want to check my hat,  
My topcoat and my umbrella!  
To make things worse, what I got back  
Belongs to some other fellah!  
So don't expect a tip from me;  
Be glad that I'm not a "yeller"!



## FOR THE MAILMAN



All year long you tore up my mail,  
And jammed it in my slot!  
But now that Christmas time is here,  
How careful you have got!  
It's obvious you want a tip;  
Your hinting did not fail!  
I don't know how you'll get it, though—  
I put it in the mail!

## FOR THE SHOESHINE MAN



The job you did on my shoes was fine—  
That's not what I am knocking;  
The tip you're not getting's for the shine  
You slopped all over my stocking!

## FOR THE BARBER



You cut off more hair than I wanted!  
You sliced me up, drawing blood twice!  
As a Barber, you're really a Butcher!  
Here's my tip—Get legal advice!  
YOU'RE GETTING SUED, DUDE!

## FOR THE CAB DRIVER



YOU DIDN'T MISS ONE POT-HOLE, SAM!  
YOU DIDN'T MISS ONE TRAFFIC JAM!  
YOU DIDN'T MISS ONE SIGNAL LIGHT!  
YOU DID, HOWEVER, MISS MY FLIGHT!  
SO THANK YOU FOR A LOUSY TRIP—  
I HOPE THAT YOU WON'T MISS MY TIP!

KIDDIE LITTER DEPT.

Every year at Emmy time, TV Producers get up to thank "The Little People." Well, there's one hit series on the Network schedule that should literally thank one of the little people. Because this show has something "very little" to offer, which affords the Writers of the show the opportunity to come up with a fresh batch of

# DIFF'RENT JOKES



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGAN

Hi! I'm Phil Dumbmon—TV's first Equal Opportunity Parent! In this series, I play a millionaire businessman who goes to Harlem, adopts two Black kids, and brings them to live with him in his Park Avenue apartment! Premise sound a little far-fetched? Of course it is! But that never killed a TV show yet!

In my last series, I played the neighbor who was always upstaged and overpowered by a loud-mouthed Liberal lady—Maude! My career has come a long way! Now, I'm always upstaged and overpowered by an 11-year-old Don Rickles! Uh—where IS Arnut, anyway?

Here I am, Mr. Dumbmon!

What are you doing under the coffee table???

I'm pacing! I got some heavy problems!

Like what?

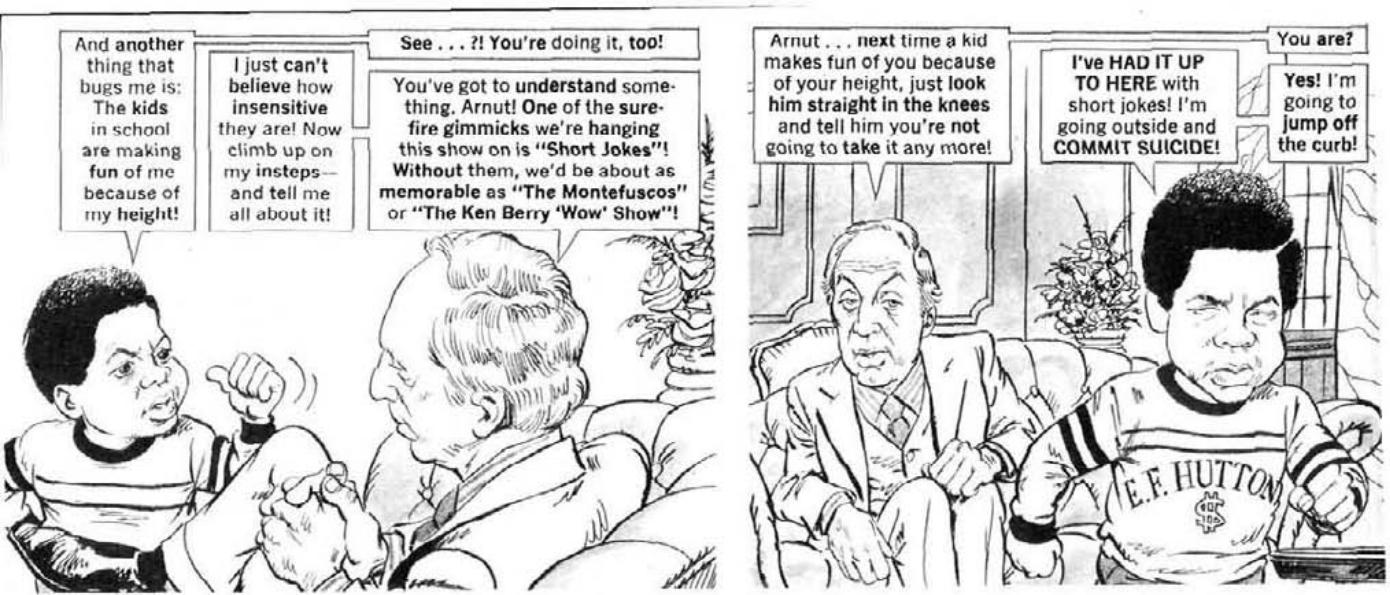
Like the "Forced Busing" issue! They want to bus me to another school . . . !

Impossible! You're a Black student going to a practically all-White school!

It's not a question of Black and White! They want to bus me to an ALL-NON-CUTE school . . . !



41  
torres



Mr. Dumbmon . . . you're the PARENT in this house! How come you want your HOUSEKEEPER to explain the facts of life to Arnut . . . ??

He can get a funnier "roll" with her! Right now, she's explaining to Kammy "how to make a stew"! Arnut thinks he's hearing instructions for "how to make a baby"! It's one of those hilariously contrived Sit-Com mix-ups that never fails!!

Here's how you do it! Most people prefer doing it in a big pot, but I like to use a casserole dish! The whole thing takes about 20 minutes!

But if you do it in a microwave oven, it only takes about TWO minutes! It's a good idea to turn over every now and then . . .

. . . and you can add some excitement by placing a stuffed zucchini in the middle!!

Now, when you're finished, remove from heat and simmer for about five minutes!

But, be careful! If you have too much of it, you could get CRAMPS!



Boy, isn't that dialogue a bit of a reach?

Sure! But it gives Arnut a chance to react with the first of his fifteen "eye rolls," and follow it with one of his brilliant lines!

WOW . . . !!

"WOW . . . !!" What kind of a brilliant line is that?

Don't pressure me! After all, I'm only a kid!

Y'know, the Dumbmons are nice, and living on Park Avenue is groovy and all! But sometimes, I get bad vibes! You know . . . like we really don't belong!!

Hey, Willies! The situation could be a lot worse!!

How's that??

Just think! Right now, somewhere up in Harlem, there could be two rich White kids being adopted by REDD FOXX!!



And something ELSE has been puzzling me . . . !

What's that, Willies? Okay! If Mr. Dumbmon is a millionaire, how come we have to share ONE ROOM . . . just like two lower middle class kids?

MR. DUMBMON may be a millionaire, but NBC, after that disastrous season last year, isn't gonna come up with the bucks for two different studio bedroom sets!!

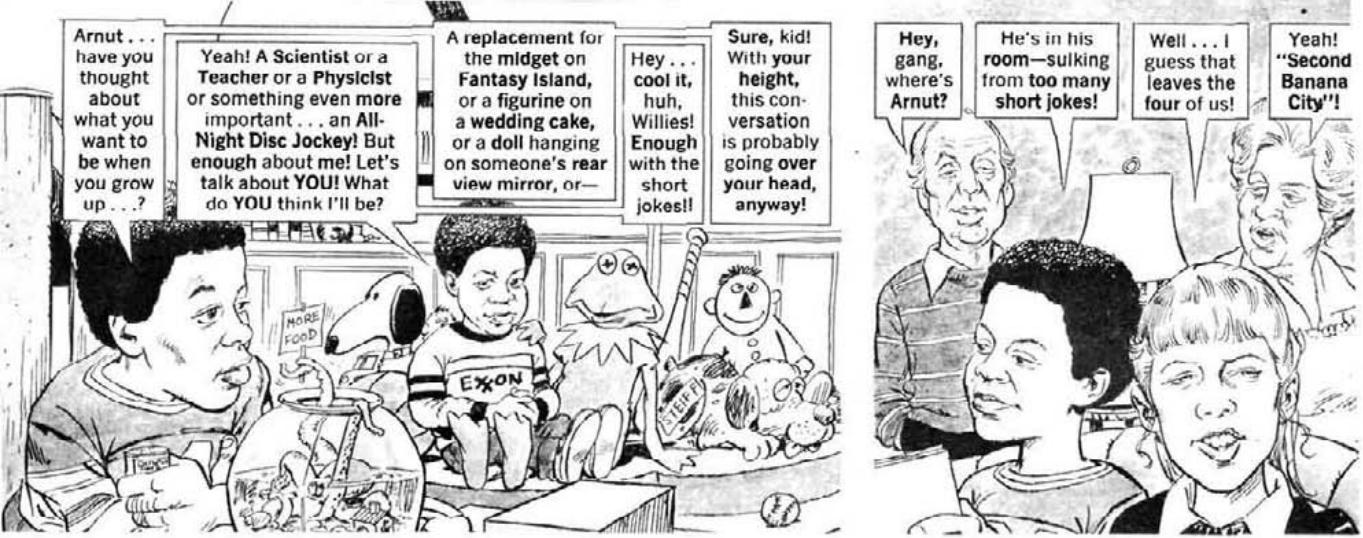


Well, I just don't like the idea of you being in that UPPER BUNK . . .

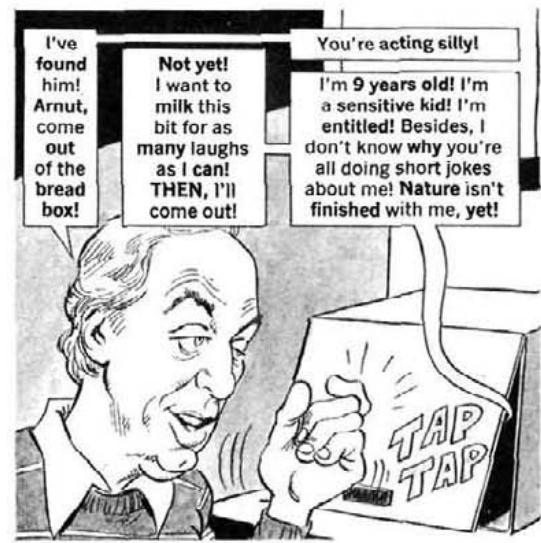
Why not?

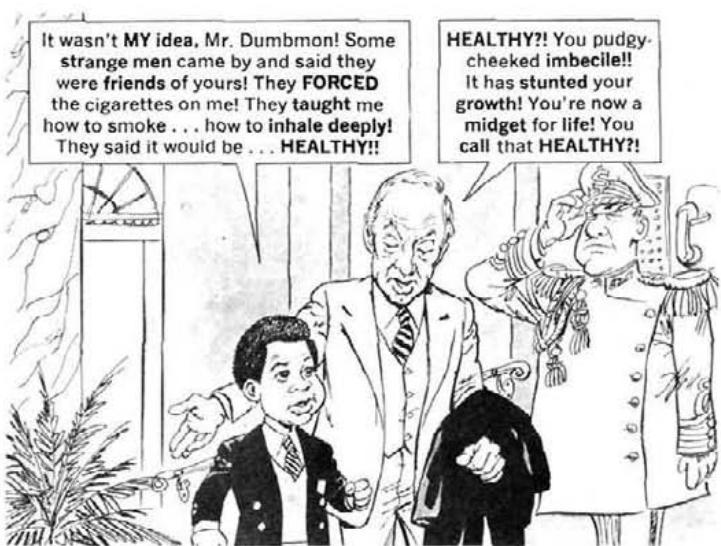
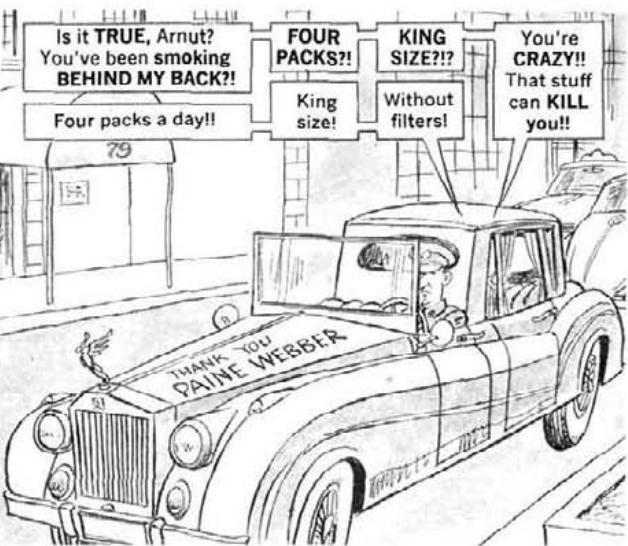
I understand there's a "Bed Wetting" episode coming up soon!



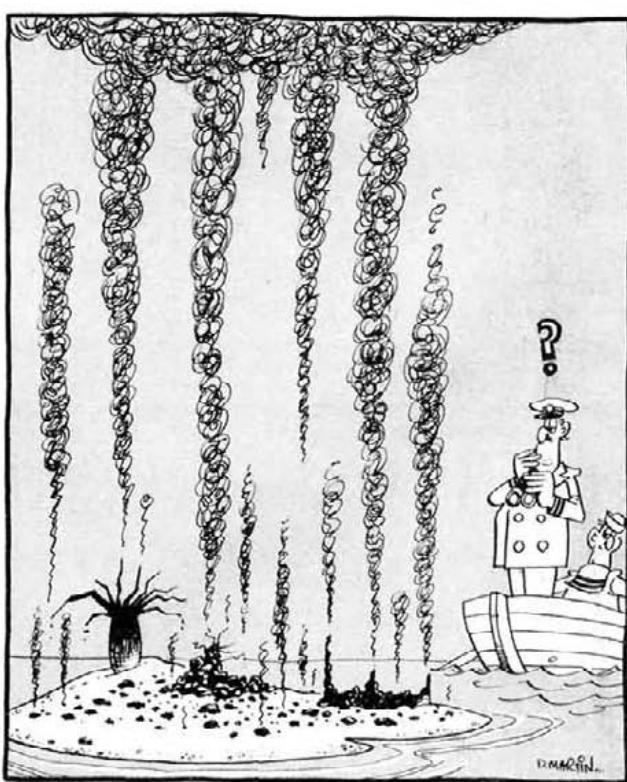
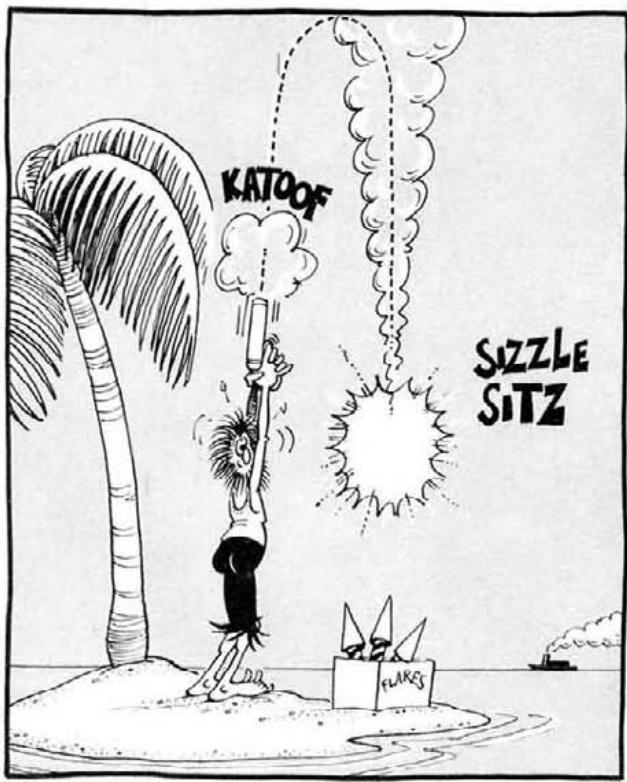








# THE LAST DAY ON A DESERT ISLAND



**WHAT SPECIE  
WOULD WE ALL  
LIKE TO SEE  
BECOME  
EXTINCT?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

There are many things on this earth that never should have come into being in the first place. One such thing is with us now, and anyone who has come in contact with it hopes it will soon disappear. To see what it is, fold in the page.



FOLD PAGE OVER LIKE THIS!

**A ▶**

FOLD THIS SECTION OVER LEFT

**◀ B FOLD BACK SO "A" MEETS "B"**



THE SUSTENANCE OF MANKIND, AVID CONSERVATIONISTS SAY, CAN  
BE GUARANTEED ONLY BY SPARING EVERYTHING...FROM  
ANTELOPE TO ZEBRA. HUNTERS CONTEND THAT THIS IS A PHONY  
DOLTISH VIEW, AND THEIR SPORT WILL ALWAYS STAY POPULAR

**A ▶**

**◀ B**

